PRINTER

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE St., NEW YORK.

Voi. XXXVIII. NEW YORK, FEBRUARY 19, 1902. No. 8.

> With the exception of the New York Journal and World,

THE PHILADELPHIA RECORD

has the largest daily circulation of any morning paper in the United States.

Not even excepting the World and Journal,

The Philadelphia RECORD is delivered daily to more homes than any other morning paper in the United States.

Are the goods you advertise used in these homes?

Circulation 185,000.

Rate 25c. per line -. . oot35 + per line per thousand circulation - subject to contract discounts. Figure what you pay other Philadelphia papers.

185 World Building.

New York: Advertising Manager, Philadelphia.

Chicago: 1210 Boyce Building

A Simple Statement of Fact Concerning the

<u>Pittsburgh Gazette</u>

It is the only paper in Pittsburgh that continuously shows a gain in foreign advertising over its contemporaries. It is the only Pittsburgh paper that has sprung to the front and remained in the leadership. The GAZETTE has a record that reads like fiction, but there are cold, hard facts to substantiate everything said in its favor.

For confirmation, just get down your files of Pittsburgh papers and make comparisons for yourself. You'll quickly note the dominance of the GAZETTE in the advertising field—not only in the foreign field, but also in the local. No other Pittsburgh morning paper has any such showing.

If the comparison does not convince you of the fact that the GAZETTE is the best morning advertising medium in Pittsburgh, then you need resort to but one expedient—that is, place an advertisement in this paper. The results will probably amaze you.

By making the GAZETTE the best paper in Pittsburgh, and continually improving it, the publishers caused the

SUNDAY GAZETTE

to leap into popularity in a comparatively few weeks. The Sunday Gazette has a bona fide circulation of 50,000, and the figures are ascending with every issue. It is infinitely the best paper published in Pittsburgh, and it is getting better all the time.

W. R. ROWE, Business Manager.

THE J. E. VAN DOREN SPECIAL AGENCY,

MANAGERS FOREIGN ADVERTISING,

TEMPLE COURT, NEW YORK.

BOYCE BUILDING, CHICAGO.

PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVIII. NEW YORK, FEBRUARY 19, 1902. No. 8.

WHAT IS CIRCULATION?

By George P. Rowell.

In deciding the comparative capacity of a newspaper to render him service that will return a profit above the price paid for it the advertiser will consider the character or reputation of the paper, the class of its clientele and the number of people who can be appealed to by use of its columns.

The character of a paper can be judged by an inspection of its pages if a copy is at hand.

notoriety if the paper is old or fa-

This character, however, cannot be definitely and accurately expressed by any sentence, phrase or word, although it was long thought safe to judge of it somewhat by the subscription price. The higher the price the higher the character.

There is found, in actual practice, to be but one element of value to an advertiser that it is possible to definitely express in a word, and that is its circulation.

Notwithstanding the possibility, it is not found easy to express the circulation with definiteness in such a way that the answer to the inquiry shall be given with a full intent to convey the information expected. It has taken long years to learn to specify what shall be deemed circulation and to learn to ask and answer questions concerning it in such a way as shall instruct and not deceive. The circulation an advertiser is actually interested in is the number of readers that to-morrow's paper containing his advertisement will acttold, and it has come about that ception. advertisers are best satisfied with

a table showing the actual and average output for the period of a full year preceding a recent date, and enterprising publishers are prepared nowadays to convey this information.

In these days of cheap postage and making paper out of spruce trees it has come about that there is, in many cases, a wide difference between the number of papers manufactured and issued from the pressroom and the net sales to persons who become actual readers. This has led conservative and conscientious publish-It is also a matter of common ers to keep such records as will enable them to report not only how many copies come from the press, but by eliminating file copies, complimentary copies, papers sent to advertisers, exchanges and such as are returned unsold and set forth what may honestly be called a net circulation. It is rather difficult, however, to express in a word just exactly what has been eliminated to arrive at the net issue, and it is vastly easy for an unscrupulous rival to adopt the little word net, and his canvasser or representative easily believes that his claim is just as accurate as the other.

If he does not believe it he may still be willing to assert so much. and that to the advertiser who thinks he is talking with an honest man is just as effective.

It is possible to verify a claim as to the number of copies printed with almost absolute accuracy: while the number of papers that are actually read can never be ascertained with certainty. On this account it has sometimes seemed that inquiries beyond the actual number printed are in fact so This cannot be fore- many invitations to attempted de-

Lying is cheaper than white pa-

per, and in no office do they print three, and the judicious advertiser more papers than they have a pos- uses no larger portion than one in sible use for. Publishers are en- three of the papers published. He terprising, hustling, pushing, bragging on the one side and conservative, honest, plodding on the The first sort will issue more papers than the second sort, will take back more, will fail in more cases to collect for such as are retained, but at the same time, with their push, energy and vim, will sell perhaps more than the conservative rival and perhaps ac-cept advertising at a lower price. For some sorts of advertising

the circulation of the hustling paper is worth more than the other. The rapid growth of the sapling is less strong than the ripened wood of an older tree, but dead spots, hollows and rotten places are only to be found in mature trees-too

mature.

For many purposes a sample as we might do." copy edition is worth quite as much to an advertiser as one sent to paid subscribers. The man who does not have many papers looks with considerable interest at a stray one that comes to his hand; while many a man pays for a paper that no one in the family reads, just because he has taken it so long he does not like to stop it.

Whatever is valued highly is preserved. The publisher is less likely to give away a thousand 5-cent papers than he is to distribute freely an equal number of copies for which he gets but one cent when he gets anything. The higher the price, therefore, the more the circulation is worth per

thousand.

Knowing the price and the number of copies printed the advertiser, with a copy of the paper in his hand, can tell to an all-spice what the value of the publication will

be to him.

The editor of the American Newspaper Directory, after thirtyfour years of experiment, contents himself with learning how many complete copies have been printed of each issue for a year, and by addition and division ascertaining sixty or ninety days. therefrom the average issue.

obtain from about one paper in past ten years has been condensed

pushing, selects those whose circulation he

can ascertain.

The Association of American Advertisers, after two years of experience, attempts to eliminate "returned" copies from consideration in circulation reports. is difficult to do, and when done who shall say what number of unreturned copies were neither read nor paid for. Of the sort of circulation report they desire the A. A. A. are able thus far to obtain only one from every fifty publications.

Mayor Low, of New York City, in a recent paper concerning the enforcement of the laws, said:

"So long as we pretend to be doing more than we can do, we shall not succeed in doing so much

Would it not be better for the Association to content itself with a circulation statement that is more easily prepared? It could still express its high appreciation of the additional information, and when supplied it will be as useful as any other facts going to show that the character or quality of the circulation is excellent to a degree that is unusual.

NOT QUARTERLY ANY MORE.

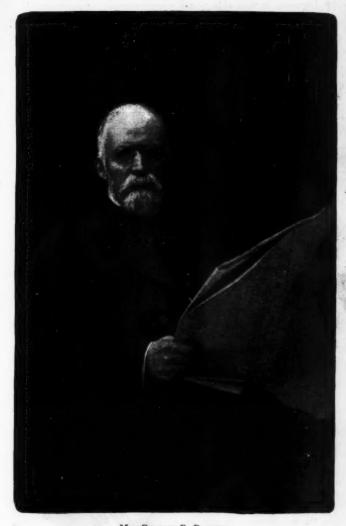
For five years the American Newspaper Directory has been

published quarterly.

Previously, after the annual edition had appeared, there had been much trouble with newspaper publishers who regretted that they had not furnished a circulation statement and were unhappy that they must wait a year before an alleged error in their rating could be corrected.

The quarterly editions made it possible to say to a complainant that he was just in time to furnish a statement now and secure a correct rating in a new edition to be issued to subscribers within thirty,

The information gathered on the Reports of this sort he is able to subject of circulation during the



Mr. George P. Rowell,

FOR THIRTY-FOUR YEARS PUBLISHER OF THE AMERICAN NEWSPAPER

DIRECTORY.

and retained in all issues of the ary, 1902, disposed of this matter book, so that an advertiser using by the following resolution: the Directory is now able to see not only whether the publisher lets his circulation be known at present but what his attitude has been in the past, and also whether the circulation of the paper appears to be sustained or increasing or decreasing.

The first issue of the Directory for 1902 will be the twentieth of

these quarterly issues.

Their compilation has divided the newspapers of the country into three well defined classes.

In the first class are those newspapers that tell their circulation

truly.

In the second class are those who tell their circulation, but do not tell it truly, or at least do not tell it definitely.

In the third class are those who do not tell their circulation at all, believing it to be nobody's busi-

ness but their own.

By the circulation rating accorded to it, users of the Directory are able to distinguish in which class every paper belongs.

If the circulation rating is given in Arabic figures the paper is straightforward and definite about

its statements.

If the rating is by letter and these letter ratings (A, B, C, D, E, F, G, H or I) are reinforced by the additional letters Z or Y, the user of the book knows that the paper having what is known as the Z rating is indefinite in the circulation statements it makes and persists in failing to cure the fault after being shown in what respect the circulation statement furnished fails to be what it ought to be and given a sufficient opportunity to rectify it.

The circulation rating by letter that is embellished by the letter Y indicates a paper that habitually withholds information on the sub-

ject of circulation.

It has sometimes been asserted that the requirements of the Directory editor, in the matter of a circulation statement, were more strict than they ought to be, but the Association of American Advertisers, at their Convention at Delmonico's in New York, Janu-

It is the sense of this convention that the labor expended and the statistics ob-Newspaper Directory during the thirty-four years of its existence have been infour years of its existence have reen invaluable to advertisers. Although their definition of circulation, which is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution will it is be. culation and its distribution, still it is be-lieved that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is sesential to the successful advertiser.

The quarterly issues of the Directory having served their purpose, it is not the present intention to hereafter revise the book so

It is not yet decided whether future issues will be annual or semi-

annual.

This will be influenced somewhat by expressions from users or

It is decided, however, that the June issue will be omitted for the current year, and that the appearance of the March issue will be delayed until about the 15th of April.

IF originality were the only requisite for a successful ad, almost any one could turn adwriter—but there are some kinds of originality that do more harm than good.—White's Sayings.

WALL STREET NEWS ILLUS-TRATED.



"COPPER IS GOING DOWN."

The Circulation

Of THE SATURDAY EVENING POST has not increased very much the past year, but has All short-term trial subscriptions settled. have been eliminated by expiration, and while the sales through newsdealers have decreased on account of the withdrawal of the return privilege, the solid yearly subscriptions have increased more than 53,000. The present circulation of about 307,000 increases a few thousand each week, and is solid and stable - a paid circulation, resting solely on merit and editorial management, and not influenced by schemes, cut or club rates, or premiums or gifts to subscribers. Nor is this circulation inflated by sample-copy editions. Below is a detailed statement of circulation for the year 1901:

														1.79
January	5						277,900	July	6					315,761
44	12						283,683	- 66"	13					309,950
6.6	19						286,742	4.6	20					308,844
4.6	26						195,500	6.6	27					301,630
February	2						290,200	August	3					297,925
66	9						303,000	76	ID				-	302,645
6.6	16						303,566	6.6	17					308,830
8.6	23			-	-		306,365	. 66	24	-				304,146
March	-3	3		-			299,040	86	31	7				302,765
4.6	0			-	•	-	300,700	September	7			-		301,450
6.6	16						302,421	16	14	•				299,053
- 66	23	•	•		9		311,210	66	21					301,615
6.6								66	28					300,163
April -	30					*	316,236	October						302,280
white							319,120	October	5					302,200
4.6	13						322,066	44	13		0			303,728
**	20						325,387	- 44	19					303,200
	27						325,160		26					301,328
May	4						331,920	November	2					299,585
**	11						331,300		9					297,000
**	18						333,180	44	16			.0		300,787
	25						331,230	8.6	23					308,450
June	I						330,280	- 11	30					300,130
44	8						326,500	December	7					300,080
44	15						323,800	- 66	34					305,336
**	22						321,700	61	21					300,115
44	29					1	320,760	6.6	28					302,508

Average for Year, 307,660

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA

THE HISTORY OF "SPOT- sidering a new set of car cards, LESS TOWN."

Not long ago the press of the entire country sorrowfully printed

the following paragraph:

"Reddy" Roach, the street car poet, who wrote the "Spotless Town" rhymes, is dead. News of his demise has been is dead. News of his demise has been received from Montreal, where he had gone to make a contract for supplying Canadian advertisers with verse. His gone to make a contract for supplying Canadian advertisers with verse. His tull name was Redfield Farquharson Roach, and he was a graduate of Trinity College, Dublin. At that famous institution he won several gold medals for composing Greek verses. Finally for composing Greek verses. Finally reverses brought him to America, and he obtained a job as a street car conductor in Providence, R. I., where he worried along for two years until his talent was revealed in the famous advertising rhymes. Many advertisers vertising rhymes. Many advertisers made use of his talents, which brought him a princely income.

This scrap of literary news was of the sort that Carlyle characterized as "important, if true." There were no signs of mourning at the Sapolio office, however, and when Artemas Ward explained that the canard had been set afloat by a "Boston newspaper man," that steps had been taken to have it deno false impressions would be crepleased expression in the corner of his mouth—the pleased, satisfied ful everywhere. expression of the astute press "How long" expression of the astute press "How long do I think that agent who has done his work as 'Spotless Town' will last? Why, sured that it is good.

who came from Cornell University send in for them. Just now we about two years ago and entered are getting out a set of 'Spotless our art department. He had done Town' rubber stamps for children. some bright work on college pafew months was of the ordinary, combinations of his own. ward marks of genius.

a plate of beans. We were con- Times, the series has been par-

and late one night Mr. Fraser ate beans at a German lunch and dreamed the leading idea of a town with several inhabitants. Repeated efforts have been made to ascertain the brand of beans which he ate, but without success. were, to all appearances, of the ordinary size, color and specific gravity, and would average about as many to the pint jar as those commonly used in mail order guessing contests.

"In its infancy the idea was crude. I am not egotistic when I state my belief that had it been submitted to ten average advertising men it would have been rejected as childish, or because of its rhyme or humor. We worked the thing out together, carefully considering it from every viewpoint. Almost the first character suggested was a minister, which would, of course, have drawn us into the dangerous zone of creeds. The entire work of designing and writing the verses was done by nied in leading papers throughout Mr. Fraser, and he deserves the the United States, and that he sin- credit. When the series was comcerely-nay, earnestly-hoped that pleted it went out into cars in all parts of the United States. It ated as to the real author of took from thirty to sixty days for "Spotless Town," there was a the public to grasp the idea as a whole. After that it was success-

well as he knows how, and is as- as long as the human race-which will be a hundred years more, at "I never knew Mr. Roach," he least. It is successful because it said, "but if he is really dead, I is human. The idea is one that can am exceedingly sorry for him. It be adapted endlessly. Our 'Shinought to be pretty well known by ing State' map grew out of it. This time, of course, that the leading idea of 'Spotless Town' was born in the brain of J. K. Fraser, ries of the cards to people who who come from Cornell University. pers, but had never had any prac- them-the characters, the houses, tical experience in advertising the pavement and so on-and a His work for us during the first child can make 'Spotless Town' workaday kind needed by an ad- are to be sold through the trade vertising agency, and bore no out- that handles toys and games, and will carry no advertising. "The immediate inspiration of have printed several 'Spotless 'Spotless Town' was furnished by Town' editions of the Sapolio

IF YOU HAVE NOT TESTED

THE SUN

You have lost an advertising opportunity that has commended itself to all shrewd advertisers.

Address
THE SUN, NEW YORK.

places.'

J. K. Fraser's own story differs from Welsh rarebit. Mr. Ward's longer experience in advertising, however, makes his opinion more authoritative, and it is likely enough that if the discrepancy ever became a bone of contention between them he would be glad to contest it in the newspapers. Mr. Fraser's views of his earlier life are, perhaps, more reliable, and may be of use to budding advertising geniuses:

"There are but few facts connected with my past life," he says, "the major part being made up of fancies. I was born something over twenty-seven years ago in Chicago, and studied in the public schools until I had gathered enough learning to enter Cornell University, where, after five years of text books and instructors, I finally succeeded in annexing a diploma. In January, 1800, on a

cold and stormy night, I left for

New York, and when I awoke the

ning at a hotel I said to This is New York.' The e, repeated over and over, ned to produce a yearning her than a satisfied thrill. I ntinued to yearn for nine onths immediately following. Soon after my arrival I made arrangements to display samples of my work in the windows of a Twenty-third street restaurantposters calling attention to the featured articles on each day's menu. These posters drew crowds and brought me three meals a day. I attribute a large share of whatever success I may subsequently have had to those meals.

"From time to time I ran down people who had admired my posters and left their addresses in the restaurant. I had figured out this scheme before leaving Cornell, and had hoped that it would serve as salt to scatter upon the tail of the golden eagle. Various commissions came to me for advertising

odied and used in political car- and other grades of art, and finaltoons and campaigns everywhere, ly I met Mr. Ward, came to terms and 'Spotless Town' plays and en- and entered the art department of tertainments are having a decided Ward & Gow on trial. A new sevogue at church fairs and other ries of car cards was being considered about a month later, and Mr. Ward told me to think it over slightly from Mr. Ward's, for he and see what I could do. I claims that his inspiration came thought. The more I thought the harder the proposition grew. Here was Sapolio, widely known. It seemed as though it had been advertised in every conceivable manner. Still, I was bound that this production of mine should be wholly different, and so I kept on thinking. One dark night, after eating a Welsh rarebit, I slipped from a beetling crag, fell down, down, down into a black, fathomless abyss, and was dashed to pieces upon the rocks, thousands of feet below. When I awoke I could not sleep, so I amused myself with more thought. Then the germ of the idea of 'Spotless Town' same to me. The individual verses, characters and drawings were comparatively easy after the ground work of the idea had been planned."

Mr. Fraser was in charge of Ward & Gow's art department for some time, and later was engaged by the National Biscuit Company, of Chicago, where he is now em-ployed as assistant advertising

manager.

HARDWARE ADVERTISEMENT ILLUSTRATED.

HOOKS, SWINGS, ETC., DELIVERED AT SHORT NOTICE,

plishment.

combination of business acumen and editorial and advertising columns between sunrise and sense, thoroughly in touch with human nature, never afraid of an innovation, took up the task of creating a great modern newspaper.

He completed a reorganization of the establishment in all its departments, and on March 7, 1878, the GLOBE became a four-page, twocent daily, with evening as well as morning editions, Independent Democratic in politics, The policy henceforth was to print a paper for the people, representative of every man and woman and child in the field of circulation, containing the news of the world in preference to literary essays. The idea worked in practice. The less than 10,000 copies of a single issue of the daily jumped up quickly to more than 30,000.

The SUNDAY GLOBE, which had been started with eight pages in 1877, felt the inspiring impulse of energy and enterprise. Whereas previously it had entered perhaps 5,000 homes, the time had come when 25,000 families welcomed this entertaining and instructive visitor on the Sabbath.

Circulation, advertising and the service of gathering the news from the four corners of the earth, kept increasing as the years passed, until the old quarters were of necessity abandoned and the GLOBE on May 1, 1887, moved into the magnificent Globe Building, which it has since occupied and enlarged. Presses, good in their day, went to the junk pile to make room for the modern miracles in printing machinery.

Once a single four-cylinder rotary press, capable of turning out 5,000 papers an hour, was alone required. To-day, in the pressroom, which stretches nearly half the length of a city block, are installed two straight-line homes of the thrifty inhabitants of the six New quad, equal to thirty-four single presses, and page papers per hour.

Born a weakling in the shape of a morning thousand circulation, into a twelve, fourteen publication, March 4, 1872, the Boston GLOBB and sixteen-page paper, with a circulation of in three decades has grown to be a giant of 196,262 each day in 1901. The SUNDAY GLOBE, strength and influence in New England. The in the meantime, has changed from an eightstruggles of those early days wrought for the page paper with a small subscription list to a success of the present more marvelously than fifty-two-page paper, which had an average was ever dreamed of before the actual accom- circulation of 262,192 copies in 1901. Stated in another way, a round million of readers at General Charles H. Taylor, with a rare the very least cast their eyes upon the news midnight.

> Do you ask for exact figures to prove the facts of this splendid growth?

DAILY GLOBE'S CIRCULATION.
1901196,262
1891155,243
Gain of last ten years 41,019
1901196,262
1886
Gain of last fifteen years 98,966
SUNDAY GLOBE'S CIRCULATION.
1901262,192
1891
Gain of last ten years112,960
1901262,192
1886102,500
Gain of last fifteen years159,692

The advertising patronage has advanced hand in hand with the circulation. For the sake of brevity the business of the years only will be presented here for cl

ADVERTISING (DAILY AND SU	wday).
1901	18,61936
1900	16,68436
Gain, 1901	1,935%
CLASSIFIED ADVERTISIN	G.
1901	7:79534
1900	7,08134
Gain, 1901	714

The GLOBE has grown and waxed strong partly because of the rich and populous field in which it was planted. It goes into the sextuples, three right-angle sextuples and one England States who want the things that the merchant has to sell and who have the having a capacity of close to 300,000 eight- money wherewith to buy. New England, by the recent census, has a population of The DAILY GLOBE, within the memory of a 5,591,952, and half of that population resides majority of men of voting age, has been trans- within a radius of fifty miles of Boston, the formed from a four-page paper, with a few seat of the publication of this great newspaper.

THE PROPRIETARY FIELD. new ones which sell for twenty-

the first commodities to be adver- liquids, and the popularity of remtised upon a large scale. Many fine fortunes have been made by exploiting them, and the methods tirely new demand. pursued in the past have been extremely effective in making them "scare" argument. Very few ad-widely known. Hood, Ayer, Pink-ham, Warner, Pierce and other field seek to frighten their readers names still hold a place in the into buying. "Consumption" and unique lexicon that contains

"household words."
But methods in vogue today are, with very few exceptions, those of twenty-five years ago. They are not in line with modern publicity. Nearly all other branches of advertising show radical improvements and advances. Space is being developed in all its possibilities. compressed into a quarter page, while paragraphs are condensed into epigrams. The best pictures to be had for money or love are used lavishly, and the whole trend of effort is toward achieving the maximum of effect in the minimum of space and words.

Proprietary publicity lags behind. Compared with other lines, it is done in an extremely wasteful manner. Space is used extravamutly; pictures are of indiffer-

quality; arguments are long-winded and couched in stereotyped language; display is primitive and unattractive, while the trail of the testimonial is over all. Very little current proprietary advertising is directed at the intelligent classes, and its general tenor ther excludes it from magazines and high-class dailies or makes it unprofitable with their readers.

There is a wide field for imlines. Most of the present methods would disappear before him. use them as the basis of his ads. First of all, he would probably remodel the remedies themselves. convincing language. The major-The fact that it is next to impossity of the current publicity of proble to sell the old liquid remedies prietary remedies is written in the at the old price—one dollar— style of the circus poster. It does points to a new fashion. Most of not convince intelligent people, the older preparations are now put and its scope is being limited to up in fifty-cent sizes, while the backwoods districts. The fact

five cents are rapidly becoming the "Patent" remedies were almost standard. Tablets are displacing edies such as Ripans and Bromo Laxative Quinine shows an en-

Next to disappear would be the "scare" argument. Very few ad-"heart disease" are overworked words, Twinges of stomach and liver are losing their force as symbols. People are being taught to understand them. The very mediums which print most of the proprietary advertising are filled with sensible hygienic advice. Modern science has got into the very "boiler plate." A new genius would The page ad has been plainly see the need for appealing to his readers' reason instead of their ignorance. Great interest is being aroused in physical culture and scientific diet. The magazines carry pages of physical culture advertising that is directly opposed to proprietary advertising of the old school. The value of fresh air. regular exercise and breathing movements are becoming known. while the teachers of physical culture are explicit in warning their pupils against the use of unnecessary drugs. Modern practitioners resort to internal remedies last of all. These educational forces are working against the "scare" argument, and a new genius would take them into account. The average "patent" medicine ad contains little sound, rational argument. Its therapeutics are usually preposterous. The new genius would build his arguments around the simplest remedies-quinine, purgatives and provement. If a new advertising the like-and plainly tell his readgenius were to arrive and take ers that there is no such thing as proprietary advertising in hand he a "cure-all" in the pharmacopia.
would develop it along several He would make no bones about revealing his formulas, but would

He would strive after fresh, The major-



The A. A. A. indorses it as invaluable to advertisers.

At the convention of the Association of American Advertisers, held on January 29th and 30th, at Delmonico's, New York City, Mr. F. L. Perine, the vice-president, offered the following resolution, which was passed unanimously:

It is the sense of this convention that the labor expended at d the statistics obtained by the publishers of the American Newspaper Directory, during the thirty-four years of its existence, have been invaluable to advertisers. Although their definition of circulation, which is the number of copies printed, and not the more exhaustive and satisfactory definition recognized by this convention, which requires a knowledge of the net paid circulation and its distribution, still it is believed that this Directory more than any other has kept before advertisers the fact that a correct knowledge of circulation is essential to the successful advertiser.

\$5.00 per issue. Cloth bound and gold, over 1,700 pages.

Ratings and Tabulations of the entire North American Press, and a complete survey of profitable American advertising territory. Sent postpaid upon receipt of price. Address

GEO. P. ROWELL & CO., Publishers,

remedies without medical advice, for their purposes. mand for old school preparations, inevitably continue to decrease.

play type. The "scare" forms a large share in their make-up,

Better pictures are used in Peruna publicity. Some of the halftone portraits that have lately appeared in New York papers are

hightly attractive.

Cascarets are exploited in liberal spaces, with brief arguments and plenty of testimonials. The pictures are of a more modern, though of an "agonizing," type.

Lydia E. Pinkham announcements resemble the Pierce single column ads in typographical appearance, or vice versa, and have a distinct "scare" note. The pic-

tures are seldom good.

package and signature are uppermost. The elderly lady who re-"the kind she had always bought." Certainly she proved that even unare usually set in a peculiarly repulsive bold face letter that was ing offices.

sanity are concerned. Ever and of thought, though few of them

that there is almost no effort made anon some new experiment is toward advertising sensible reme- tried, such as a halftone cut or a dies to the intelligent classes strictly modern ad in the magaproves that there is a virgin field zines, but as a rule the old, conserfor innovators. People are learn- vative lines are faithfully adhered ing to go to physicians with minor to. The people who pay for them ailments, taking only the simplest doubtless know what is needed Otherwise, and while there is still a wide de- their ads would shortly cease to appear. Thus far they are justiit is a decreasing demand, and will fied, but from the esthetic standpoint, the common sense stand-The Pierce ads occupy less point and the standpoint of modspace than some others, and are ern publicity they are certainly more readable because they are wrong. Strictly modern advertis-not disfigured with uncouth dis-ing must press these remedies very hard.

> The New York dailies contain some small proprietary ads that are notably good. Two, three and four inch spaces are used, arguments are brief and pointed, a single testimonial is printed and the whole is gotten up in a plain, convincing typographical dress. The "scare" is seldom employed in this

class of publicity.

Probably the best advertising ever written for medicine is that of Scott's Emulsion. The advertiser who still believes that the public must be frightened into buying will find it profitable to buy a bottle of Scott's and read Castoria advertising the the direction pamphlet. It is the ge and signature are upper- most pointed bit of instruction in sensible adwriting to be got anycently asked for a bottle of where for the money. Here is the "Chas. H. Fletcher" probably got great bugaboo of the proprietary medicine field-"Consumption!"right in the hand of the adwriter. sightly advertising is read, for to But Scott advertising makes no read a Castoria ad is a feat. They stereotyped use of it, Everything stereotyped use of it. Everything sent out is cheery and optimistic. Thin blood, weakened system, the never intended to be read in long danger of colds and other "props" paragraphs, and are, altogether, are handled in the most logical, an unsightly hodge-podge of type-open, convincing manner. "Food! faces that have gone into the You simply need some condensed "hell-box" in all up-to-date print- food - Scott's Emulsion, say." This is the tenor of all argument, There are about a dozen other and the advice given is as sane as remedies of the same sort, well that of a family physician. The known everywhere, whose public- word "medicine" is studiously ity is of the same old-fashioned avoided. No pictures are used, Testimonials, poor cuts, and the plain pica old-style dress tasteless arrangement and a veri- has become distinctive. Yet there table determination to make their are some dozens of proprietary adads unreadable mark them all. vertisers who cannot leave the They are as alike as a dozen peas testimonial, the blur of antiquatin a pod in so far as originality or ed display and the "scare" train cessful proprietary remedy.

The advertising of Orangeine its exploitation upon the theater try programmes was unique. Its success was as instant as that of line of medicine publicity agoing. Omega Oil. Latterly, however, it has gone back to old-fashioned as any of its fellows.

The Omega Oil success came through the billboards chiefly, and the remedy still depends largely upon its geese and little boy. A considerable quantity of newspaper space is used, its pictures are effective, and its arguments are of the anti-"scare" sort, with absence

of unsightly display.

Underberg Boonekamp Bitters are exploited in small spaces well jewelry, "the ring of honesty." filled with unique poster pictures. The arguments are not strikingly new, but are brief, and a departure from ancient methods. How a remedy succeeds with such an

would deny that Scott's is a suc- unrememberable name is one of the mysteries of advertising.

Ripans publicity has always been was distinctively new at the out- of a forceful, quiet kind, dependset, though not upon modern ing largely upon single testimonlines. Its friend and patron, Wil- ials, printed without stereotyped liam Gillette, the actor, lived en- features. The series of small ads tertaining little stories for it, and now running throughout the counis probably accomplishing more in less space than any other

Munyon, while not strictly a "patent" advertiser, follows promethods, and is as characterless prietary methods. His willingness to identify himself with his remedies gives his publicity a distinctive tone. Whatever there is to be said about his cough cure or inhaler is said with a strong tincture of capital I's. The capital I, backed by his portrait-and the still more effective bust-gives it weight. It takes small space, as proprietary ads go, and has that much-prized bit of advertising

> EVERY bit of advertising matter that he reads should add to the advertiser's knowledge—what not to do is an important thing to know.—White's Say-



F. A. FERRIS & CO.

From Printers' Ink NEW AND NOVEL.

The ingenuity of this advertisement entitles it to space for a reproduction in PRINTERS' INK.

PRINTERS' INK has called this advertisement of the Ferris Hams and Bacon "new," "novel" and "ingenious." It is a fair sample of Mr. Pritchard's work-no better than any one of a score of other ads made by him within a few years, or months, for well-known advertisers in America and Britain. A gallery of his Advertising Designs is open for exhibition in the Tribune Building, New York. Advertisers welcomed, and correspondence invited.

(Tel. 3975 John) JOHN W. PRITCHARD, Tribune Bidg., New York. (P.O. Box 633)

All General Advertisers Should Read It.

A large edition of this issue of PRINTERS' INK is sent out as sample copies for the purpose of inviting new people to become readers of the paper. While the contents of the paper will stand or fall according to their merits or defects, it is deemed appropriate to quote here the following in support of the assertion why the Little Schoolmaster will prove a help to every business man:



PRINTERS' INK is the world's has printed in its fourteen years leading journal of advertising. It of existence has had more direct was the first journal that took ad- bearing upon the development of vertising seriously. When its initial publicity and business in the issue went forth, advertising was re- United States than any other garded merely as a phenomenon of single factor. It has established a business. To-day it is known to be place for itself that enables it to

the business itself.

In the actual work of planning, preparing and placing advertising, it gives the best opinions and practice of those who have been conspicuously successful. It prints many succinct interviews with leading advertisers, setting forth their

methods, experiences, theories, advice and results in a manner that gives the widest range of application in one's own business. PRINTERS' INK is a thought-stimulator and thought-producer par excellence. It deals with the many phases of preparation of copy. the dressing of advertisements and other pertinent literature in attractive forms, the tracing of results and the afterwork of following them up and thus render all permanently profitable.



get and publish to-day the best current information in its field. The leading advertisers have contributed to its pages in the past-they are contributing in the present and will do so in the future. When new facts about advertising develop, they naturally drift to PRINT-ERS' INK, and its editorial staff has never failed of finding the keynote of the advertising progress of the day.



The thing most needed for the developing of this new force is definite knowledge about it, PRINT-ERS' INK has always been to the forefront in gathering and spreading such knowledge. It has always represented, and it still represents,

more than ever, the best thought and endeavor of those men who are developing publicity.



The Little Schoolmaster in the Art of Advertising

information which PRINTERS' INK knowledge of such details.

PRINTERS' INK continually prints news of the minor details, short cuts and conveniences that are being evolved by thinking business men in all parts of the country, believing that real business progress is des not an empty title. The mass of pendent very often upon a minute





PRINTERS' INK is a successful unbiased and impartial in pub-

lishing facts, figures and theories of any one who has found real light in advertising probsems. It is not the organ of any medium. It stands for the development of all alike, as well as for the exposing of frauds that mask under the name of advertising. All legitimate, profitable forms of publicity receive equal treatment in its pages, and in no month does it fail of printing vital matter touching all mediums of advertising, be it newspapers, magazines, cars or outdoor displays. No medium is too great to be exposed in its weakness, nor is any too humble or too new to receive commendation if'it is good. Its policy is to further "all advertising that advertises."

Advertising is a new force-almost an untried force as yet. Even the men who have made fortunes through it are generally willing to admit that they know little about it as an exact science.



PRINTERS' INE has helped to make American advertising a national industry, and it is and will remain its ablest exponent.



It-recognizes the part that advertising has played in giving the United States a foremost place in the world's trade, as well as the part it must play in enabling them to keep that place, and it loses no opportunity of dealing with this

wider application of publicity.

PRINTERS' INK is admittedly paper. It is not only successful the representative journal of a new in teaching business men how to business force. It treats it from advertise, but a good part of its every side. There is no paper like endeavor is devoted to teaching it and never will be. It is an earnthem how not to advertise. It is est seeker for the truths that belong to its particular work



and field. It is a compact, bright, authoritative little weekly journal, that has more true staunch friends and devoted readers than any other business publication in existence. It is the dean and peer of its class, continually on the hunt for the best methods of applying advertising to every business, and every business to advertising. No one in any way connected with either can fail to gather practical information, direct help and inspiration from its weekly pages.

It knows that publicity is but a wheel in a business-an important wheel, and in many businesses the most important, but still only a part depending upon other parts to do its work effectively. It tries to be as practical as possible

considering things from the debit and credit side. It endeavors to teach advertising by teaching its basic principles first. It knows, through years of practical experience, that successful advertising must be based upon good business management, and it gives therefore modern business principles a conspicuous place in its curriculum. It knows also that the larger number of those who fail to make advertising. pay are victims of lack of foresight and judgment, and it therefore advises caution and wholesome conservatism.

Official statistics claim that about six hundred million dollars are now annually expended for advertising in the United States-PRINTERS' INK and its active years of developing tendencies have had the greatest influence in bringing this new industry to such a magnitude,



Published every Weinesday.

\$5.00 per year.

Sample Copies 10 cents.

Address, with check,

GEO. P. ROWELL & CO., Publishers, 10 Spruce Street, New York.

THE GREAT NORTHWEST.

INTERESTING TALK WITH MR. E. G. JONES, OF THE PORTLAND "ORE-GONIAN.

apply to any particular part of the cinity?" United States. The vastness of that the geographical designations any commercial center of promiof North and South and East and nence where business is conducted environment wholly. To the man legitimate basis. Portland does who lives in New York, Chicago business almost wholly on its own is west. Denver, in the mind of capital. The banking power of

tributaries. coast States of Washington, Ore- eral structural work. by the latent strength of its un- of the great industries of the

developed resources, the Pacific Northwest to-day, from the single standpoint of its industrial and trade environment, is the most favored part of the United States."

"'The Great Northwest' is not "What are the general trade a generic term that can be said to conditions of Portland and vi-

"The trade conditions of Port-Uncle Sam's domain is so great land are the trade conditions of West are matters of provincial after modern methods and on a the average metropolitan resident, Portland is represented by a capiis on the far western slope of the tal of from \$20,000,000 to \$25,-Pacific shores. Denver really is 000,000. I am wondering if the on this side of the great continen- Eastern people have the fullest tal divide. It is at a point but a realization of what this financial little more than half way between strength implies.? Its force may, New York and Portland, Oregon, perhaps, be better appreciated and it is relatively much further when it is stated that Portland's east from Portland than Chicago population approximates 100,000 east from Portland than Chicago population approximates 100,000 only. Portland to-day is the fifth "The great Northwest, or, rather, the Pacific Northwest, is all that territory included within the limits of Oregon, Washington, in the country in the export of Idaho, Western Montana and lour; it is the first port in the country in the export of Idaho, Western Montana and lumber, and it is the greatest rail-road terminal point on the Pacific try so vast in extent that while its area is easily computed in source the largest compact area of rich area is easily computed in square the largest compact area of rich miles, these figures convey to the average mind but little real appreciation of its great size. The part of the Columbia River watershed lying east of the Cascade than the property of the columns in the Pacific lands of Umatilla County, Ore-Northwest for instance contains to the case of the case of the Cascade than the pacific lands of Umatilla County, Ore-Northwest for instance contains to the case of the case Northwest, for instance, contains gon, in 1901, exceeded twenty-five 182,000 square miles of territory. bushels to the acre. Willamette This approximates the combined valley lands, a district wholly areas of all the New England tributary to Portland, produce the States, including also New York, best hops grown in the United Pennsylvania, New Jersey and States. Oregon's fruits received Maryland. The total area of the entire Columbia River watershed Pan-American Exposition. Oreis 245,000 square miles. This, gon to-day contains the largest even, does not represent the size body of standing timber of any of the Pacific Northwest, much of State in the Union. The principal the territory of which lies outside variety of timber in these forests of the limits of the country is the Douglas Fir, known com-drained by the Columbia and its mercially as Oregon Pine. This is The three Pacific the most valuable timber for gen-The mines gon and California cover nearly of Jackson County, Southern Oreforty times the area of the State gon, have produced since they of Massachusetts. Truly the West were first opened a total yield of is the country of big things. In from \$30,000,000 to \$32,000,000 in its potential force, as represented gold. Gold mining is to-day one

Special Issues Printers' Ink

POULTRY BREEDERS' EDI-TION @ Press-Day, March 12

It goes 14,715 Poultry Breeders in the United States and Canada, to

HOTEL @ SUMMER RESORT EDITION:::::: Press-Day, March 26 @ It goes 19,200 Hotels and Sum-

mer Resorts in the United States and Canada, in addition to the regular issue.—Issued to secure subscriptions and to interest the proprietors in the advantages of Newspaper Advertising. This special edition will call for more than 10,000 sample copies, and offers Newspapers an exceptional opportunity of advertising their merits, special terms and advantages to all Hotel and Summer Resort Proprietors in one issue of one paper at a price no higher than that demanded for a regular edition.

ADVERTISING RATES .- Page, \$100; larger or smaller spaces pro rata.

SCHOOL EDITION::: Press-Day, April 16 @ lt goes 6,000

Schools and Colleges in the United States and Canada, including Commercial Colleges and Training Schools, in addition to the regular issue.—
For the purpose of increasing the subscription list among this class of people, a sample copy of PRINTERS' INK, that goes to press this day, will be sent to every school and institution of learning in the United States, as catalogued in the American School Directory. It will be issued at an opportune time to influence School Advertising, as the edition will be in the hands of the School Managers just before they make their contracts. Newspapers and Magazines are invited to use this edition for advertising the merits of their publications.

ADVERTISING RATES.—Page, \$100; half page, \$50; quarter page, \$25; line, 50c., or, if classified, without display, 25 cents.

The special issues of PRINTERS' INK specified above can be used by the high-grade and first-class advertising medium, for each issue reaches a desirable class of probable patrons. Papers of less importance, however, can use the edition best suited for their purpose.

ciass or pronaute pairons. Fapers or less importance, however, can use the edition best suited for their purpose. Each and every class of advertising medium should receive profitable returns from advertising in the special issues. It is an advertising opportunity of the year. The latest day for each issue is just as stated. Every attention will be given advertisements in the matter of typesetting. The advertisers who sends order and copy by return mail will be sure of the insertion of his advertisement and secure the most attention.

Advertising rates are the same for each edition. There are no discounts for space or number of issues used—except that of five per cent for cash in full payment of the whole order—paid with order.

The advertiser who must have a special position for his announcement is reminded that PRINTERS' INK is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for every special position when granted.

PRINTERS' INK
10 Spruce St., New York

State. In the production of live of his individuality and in the stock and wool, in its creamery force of his character the repreproducts, in the returns from its sentative Western man stands for fishing industry, Oregon is mak- a known quantity in the business ing a record that is demanding the world that must be reckoned with. favorable best attested by the single state- New York City even. There is, ment that the industrial status of however, perhaps just the sugits tributary field was never as gestion of a narrow trend in the clearly fixed as it is to-day. Everybody in Oregon is doing well, ful business men of the West, due and the representative business wholly to their provincial sur-men of Portland are preparing to roundings, which has possibly handle during 1902 the greatest prevented them from attaining volume of business that was ever to the highest standards of succredited to Portland during any cess to which a devotion to their year of its history."

ing?"

gonian, which they have found by insure success in any calling." experience is the best medium for reaching the large and rapidly in- ture of your section? Is its matecreasing trade of the Pacific Northwest."

the Northwest?"

and the adoption in every depart- carries deposits approximating ment of business of those up-to- \$6,500,000. Portland has grown which in themselves have made vances in life. Portland has atthe East what it is to-day. We tended to its business, and its peoneed, too, a little education along ple have saved their money. The the lines of breadth of mind and profitable use of this money in entoleration of spirit. In the strength terprises that promise the most

le recognition of the This is proved by the success Portland's prosperity is Western men have attained in ideals may have led them to strive "Has this been a good season for. This is at once a compliment for the Oregonian in advertisto their integrity of method, and to the force of their character. It is a spirit, however, that every-"Th. Oregonian is a big paper, is a spirit, however, that every-and in the humble spirit of a man body who lives in the West runs who touches on any subject that up against. It is a spirit, too, that does not call for exploitation, I in a measure retards the developonly ask to be permitted to say ment of what really is a great that the volume of advertising country, and which at times is a handled by the Oregonian during most effectual damper on the en-1901 exceeded by a considerable couragement of that spirit for amount the advertising of the pre-vious year. A matter of special dominant force in all of the really satisfaction to the management of prominent metropolitan centers of the Oregonian is the great recog- the East. Western people are rapnition given the paper by Eastern idly adopting Eastern methods of advertisers. The Eastern business doing business, and the wonderful of the paper has more than progress the far West has made doubled during the past five years. during the past few years is a Eastern advertisers look for re- compliment alike to the big men sults always, and the appreciation who have been able to make the of the merits of the Oregonian by West what it is, and to their Eastern advertisers is best shown adaptability in taking advantage by the statement that the largest of the educational value following increase in our business has come the use of time and labor-saving from the demand by old advertis- machinery and in the adoption of ers for increased space in the Ore- modern methods that alone to-day

"What do you think of the furial prosperity assured?"

"The future of Portland is as-"What are the greatest needs of sured because Portland's business men have done business on con-"The greatest needs of the Pa- servative and safe methods in the Northwest are population past. A single bank in Portland and progressive methods just as every successful man adPortland's trade calls for the and on the fairest terms, price and energy of the young men of the value considered.

As there are over five hundred same high quality that have been agricultural papers in the counresponsible for its accumulation try, including dairy, horticulture, The disposition of Portland peo- floriculture, drainage and irrigaple to get together in the effort to tion, live stock and horse publicawork for a common end that may tions, a lively competition for the promise the most for the advance-ment of community interest is evi-Many of these papers have probdenced by the statement that ably just claims to many points of Portland's business people, during superiority, and it should not be a two days' active canvass in No- difficult to present these points in vember last, subscribed \$317,000 short, terse articles. Of course, to further the project of holding a the bowl can only be awarded to world's fair in 1905. With this one paper-the best of all. spirit as the great working force of Portland as a community, Portland's within the next ten years. development of the resources of the immediate country from which Portland derives its support, together with the growth of its vast Oriental trade, will some day make the beautiful city on the Willamette one of the great commercial centers of the continent."

SEVENTH SUGAR BOWL.



A seventh award will be made within the next few months to the agricultural paper, weekly, semimonthly, monthly or however issued, that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class

for the future development of through its advertising columns

population will double Editor of Printers' Ink:

Referring to the seventh Sugar Bowl which is to be "awarded within the next few months to the agricultural paper, weekly, semi-monthly, monthly or purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with cal medium for communicating with that class through its advertising col-umns and on the fairest terms, price and value considered."

In the issue of January 15 I notice a list of agricultural publications printing more than 40,000 copies per issue, but there was omitted from that list one of the very best of them, namely, the Ohio Farmer, published at Cleveland, and credited in the American Newspaper Directory for December, 1901, with an actual average circulation of 92,428. I am inclined to think that a careful exami-nation of the merits of this paper would be quite likely to entitle it to the Sugar

Bowl. I do not know what the compiler of the list was thinking of when he omit-ted the Ohio Farmer, but if it should be found eventually "that the stone that the builders rejected had become the head of the corner" I hope that the head of the corner" I hope that compiler of that list will thereby made more careful when he undertakes similar work in years to come.
Thomas Shaw.

he National Ca

The only daily paper in WASHINGTON allowing an investigation of its claims by the representatives of the Association of American Advertisers, and the only daily paper of Washington furnishing a sworn affidavit of its actual circulation, is the EVENING STAR.

IT goes into 15,000 houses in Washington where no other daily paper of that city is read, and it is taken regularly by more than 15,000 other residents, in addition. This is more than DOUBLE THE CIRCULATION of any other paper within the city.

LEE STARKE, Representative,

NEW YORK, Tribune Building.

CHICAGO, Boyce Building.



SEVENTH WEEK.

in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

structed by E. S. Hanson, editor of the Whitewater (Wis.) Register, in which paper it appeared

Feb. 7, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscrip- advertisers of the civilized world. tion to PRINTERS' INK, good for one year from date of presenta-tion, was sent to Mr. Hanson when the marked copy of the paper was received. Two additional lished as provided in the condi-coupons, one to Mr. Hanson and tions set forth elsewhere in this coupons, one to Mr. Hanson and one to the advertising manager of issue. the Register, were sent in accordad for the seventh week had been

of the contest.

In the 1902 PRINTERS' INK ad interested in the progress of this competition twenty-two compet- competition and in taking note of ing advertisements were received the genius and ability exhibited by the adsmiths, amateur or professional, who take a part. An opportunity is thereby offered to bright men to obtain an amount and quality of publicity which money could not easily buy.

Amateur adsmiths will not fail This advertisement was con- to appreciate that the competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful

> The ads which the competition for 1902 calls for need not necessarily be display ads-they may be short essays if one so prefers, pub-

It is perhaps of interest to state ance with the terms of the competition when a selection of the best the awards in the PRINTERS' INK 1902 ad contest editors and pub-Mr. Hanson's advertisement active part. So far three have will now be placed on file, and it scored weekly distinction. viz. will have further consideration James W. Brackett, of the Phillater on, as specifically provided lips (Me.) Maine Woods (first in the regulations which govern week). J. Harry Reed, of the Rog-the contest. ers (O.) Noontide (third week), Each of the twenty-one unsuc-and the prize winner of the prescessful competitors for the honors on the seventh week received a natural pioneers for spreading coupon good for one year's subgood advertising ideas among a scription to PRINTERS' INK, as a class of merchants which cannot partial consideration for their ef- well afford the hire of experts. forts in accordance with the terms The Little Schoolmaster has word of other bright editors who will Adwriters everywhere will be shortly enter the competition.

ADVERTISING

EFFECTIVE

- PRINTERS' INK is a weekly magazine for advertisers. Its mission is to give them pointers as to what, when, where and how to advertise.
- PRINTERS' INK publishes thoughtful articles from men who have built up large enterprises by advertising. Their experience will help you.
- PRINTERS' INK gives a large number of "readymade" ads. They are of value to every adwriter.
- PRINTERS' INK criticises advertising from the standpoint of its business-bringing qualities.
- PRINTERS' INK helps you make your advertising pay the largest returns.
- PRINTERS' INK puts you in touch with the best advertising mediums,
- PRINTERS' INK is published at 10 Spruce Street, New York. Send five dollars for a year's subscription, or 10 cents for a sample copy.

SUBSCRIBE FOR

PRINTERS' INK

"THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING."

Printers' Ink Competition for 1902.

The adsmith desiring to compete shall prepare an advertisement, such as he believes is calculated to influence the reader of it to become possessed with a desire to subscribe for and read PRINTERS' INK—The Little Schoolmaster in the Art of Advertising.

When he has prepared his advertisement he shall cause it to be inserted in some newspaper. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence, the only point insisted upon is that the adsmith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

When the advertisement has appeared as above specified, the adsmith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement to appear, said copy to be addressed simply PRINTERS' INE, No. 10 Spruce Street, New York:

The adsmith shall also cut out a copy of the advertisement prepared by him, and inserted as above specified, and shall send the same in a sealed envelope, under letter postage, addressed to the editor of PRINTERS' INK, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

The editor of PRINTERS' INK will on his part receive the advertisements and papers sent as above and take due note of each.

In acknowledgment of and partial payment for such advertisement so submitted, a coupon shall be sent to the adsmith by return mail good for a copy of PRINTERS' INK, to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

Every week the best advertisement that has been submitted up to the date of going to press will be reproduced in Printerses' Ink for that date, together with the name of the adsmith by whom it was prepared. The name and date of the paper in which it appeared will also be stated, and two additional coupons, each good for a year's paid in advance subscription to PRINTERS' INK will then be mailed, one to the adsmith and the other to the advertising manager of the paper in which the advertisement had insertion. These additional coupons can be used as presents to some one likely to appreciate and be benefited by the weekly teachings of The Little Schoolmaster in the Art of Advertising.

In the issue of PRINTERS' INK for the week following, a second advertisement will be produced, being the best one sent in since the previous selection was made, and another in issue of PRINTERS' INK that follows, and so on until the competition is closed, and with the appearance of each of these issues, two additional coupons will be duly forwarded, each good for a year's subscription to PRINTERS' INK, to any address written on the back of the coupon when returned for redemption, one coupon being for the disposal of the writer of the advertisement

for that week and the other for the business manager of the paper or periodical in which it appeared.

Whenever it is thought that the competition has proceeded far enough, and in any event not later than in December, 1902, there will be published in PRINTERS' INK the names and addresses of every adsmith who has been so fortunate as to produce an advertisement that has been thought superior to any other sent in during any single week, and from among these there shall be chosen the twelve whose advertisements are thought to be superior to each and all of the others submitted, and thereupon the twelve will be asked to supply each a photograph of himself, from which it will be possible for The Little Schoolmaster to have made half-tone portraits for reproduction in PRINTERS' INK, and on the week following there will be reproduced reduced fac-similes of the twelve advertisements thought most deserving, and from among the twelve three will be selected, those which are thought more deserving than either of the other nine, and to the constructors of these three will be paid over cash prizes as follows:

\$100 to the adsmith who produced the ad that is deemed the best of all.

\$50 to the adsmith who produced the ad that is second in merit.

\$25 to the adsmith who produced the ad that is third in merit.

10

Of the twelve papers or periodicals in which these best twelve advertisements appeared, the six that are credited with the largest circulation in the latest issue of the American Newspaper Directory shall each be entitled to the free insertion of a full-page advertisement in PRINT-BIS' INK, for which the net cash price is one hundred dollars, said page advertising to be used when wanted within six months after the awards have been announced.

11

Every adsmith will make up his advertisement in his own way, and give it such space and display as fairly represents \$\frac{6}{5}\xspace\$, the price of a year's subscription to Printers' Ink, for every competitor will be entitled to a year's subscription to Printers' Ink, as part pay for his advertisement, even if he fails to secure one of the cash prizes.

There is no limit to the number of times that may be essayed by one adsmith. He may, if he chooses, make a new trial every week while the competition is open. Should one man construct all of the three advertisements that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one man.

foreign advertising. Before our time the roads advertised locally, but none of them tried, by placing advertising in periodicals off their lines, to influence travel to come their way. We have worked especially hard on the matter of trans-continental and California or trans-continental and California travel. By the generous use of newspaper space, paid in cash, at cash rates, we have advertised in the principal dailies, both East and West, and have diverted to our road a great deal of travel thereby. In the East, we, of course, advertise with a view of getting the people to go West. Last year we the people to go West. Last year we advertised our tourist sleepers, and all our advertising for through travel contained a generous announcement of the advantages of using this new sleeper. This year we began in September to push California and its climate to the push California and its climate to the front, and, with a series of follow-up letters addressed each week or ten days to a selected list of names of people who had gone in former years, or should go this year, we worked up a California business for this winter that has been very gratifying. As with all other lines of work, we have found the first pull the hardest. For instance, in one of the larger small towns of Iowa, last year, we sent a man who worked in conjunction with our agent and family got three people to go to Cali-fornia for the winter. It was hard fornia for the winter. It was hard work pulling them away from their money, but this year, without any ef-fort on our part, twenty-seven of the people of that town are spending the winter in California—and the Burling-ton hauled them all. The California ton hauled them all. The California climate and the Burlington's service and equipment did the business; and we will always have good through travel from that town. That's only an isolatfrom that town. That's only an isolated instance of the plan we work all over the country. The results are practically the same wherever the plan is followed.

"Another feature of our advertising is our elegant line of folders, time tables, booklets, etc. We pride ourselves on our complete line of these travelgetters. I don't believe a man could write to us for information on any of the subjects of travel, or summer or the subjects of travel, or summer or winter resorts, or climate, or the thousand and one things the public wants to know, that we couldn't completely answer him with a booklet or folder. That's simply to show you how complete our line is. As a matter of fact, we write, in response to inquiries, per-sonal letters; but we reinforce the per-sonal letter with a folder or booklet that fits the case. And the result is to com-pletely prove to the inquirer the advanpletely prove to the inquirer the advan-tages of the Burlington, as, also, the advantages of the place or climate of which he wants information." During the last vear the advertising department of the Burlington has made

THE SCIENCE OF RAILROAD ADVERTISING.

(From the Western Editor.)

A representative of The Editor called recently on the Burlington's advertising manager, Mr. J. M. Campbell, at Omaha.

Speaking on the subject of newsparer advertising, Mr. Campbell said:
"Our road is perhaps the pioneer in foreign advertising, Before our time to the panager and foreign advertising, Before our time to the panager and proper advertising. The proper succession which will take a great many people of the rigorous North to the sunny southland, Jan. 29, 1902. Jack-sonville, Florida, is the objective point, and from there side trips will be made sonville, Florida, is the objective point, and from there side trips will be made to Tampa, Havana and other resorts nearby. This excursion is being pushed in the same way as the California excursions earlier in the year, and Mr. Campbell is already receiving numerous inquiries as to rates, routes and other matters in connection with this reserves are received. newest excursion.

One remark of Mr. Campbell's, in connection with this matter of excursions where one road can't do all the "hauling," is that it is not the business of the advertising department of a road to steal the other fellow's business, but to create new business, not only for themselves, but also for their competi-tors. That remark is illustrated in the fact that the Burlington gets the haul only to St. Louis and another road only to St. Louis and another road picks them up there and carries the party to Jacksonville, where still an-other road or roads will carry the party to the side trips.

Then he became more intimately communicative.

"Let me give you some statistics as to the different kinds of advertising we do-the quantities-the dollars cents invested-the minutiae of the mat-

ter: "We use in Omaha about 56,000 folders a month at a cost of about \$868. Our Chicago office uses about 75,000, St. Louis office probably 50,000 more, the St. Paul office issues only a limited number—10,000 or thereabouts. The folders issued by the Omaha passenger department are intended to supply the ticket agents west of the Missouri River—in Nebraska, Northern Kansas, South Dekots Montana Wwoming. department are intended to supply the ticket agents west of the Missouri River—in Nebraska, Northern Kansas, South Dakota, Montana, Wyoming, New Mexico, Arizona, Nevada, Utah, Idaho, Washington, Oregon and California. The plan which is followed in publishing folders is as follows:

"When a change in time is to be made the energal superintendent sends

made the general superintendent sends us, ten or twelve days before change takes effect, advance proofs of the employees' time card. From the the employees' time card. From the figures given on these proofs, the folder pages, which have been pasted on large sheets of paper, are corrected. The intention is to have the folder printed and in agents' hands before the change of time is made. Once in a while it is possible to do this, but ordinarily the time between the care. dinarily the time between the receipt of the advance proofs of the employees' time card and the time changes be-comes effective is so small as to render

it impossible to get the folder out be-fore the change is made.

"It is no small matter to correct, bind and distribute 56,000 folders, and that the folders are out as soon as they are reflects credit not only upon the of-

"In some respects it is more difficult to keep the Burlington folder up-to-date than that of any other line. The

reason of this is that the Burlington time table shows in condensed form the schedules of almost every Western railway, and whenever a change in the time of these latter roads is made it is time of these latter roads is made it is necessary for the information to be incorporated in our time tables. Several times we have had to hold our folders four or five days pending the receipt of correct time tables from the Southern Pacific, Great Northern or Northern Pacific railroads.

"Our folders are printed in two colors—red and black. To save time, the

"Our folders are printed in two coiors—red and black. To save time, the
red is printed several days in advance
of the issuance of the folder. For instance, the red in the December folder
is likely to be run any time between
November 8 and 15. The ink is left to
dry and the paper is in shape to handle
when the black form is ready to go to when the black form is ready to go to

"The matter of distributing folders is somewhat complicated. A different plan is followed in different sections of the country. In California and the Pacific Northwest, as well as in Iowa, dis-tributing agencies have been organized. tributing agencies have been organized. These concerns own folder racks in the principal ticket offices and hotels in the States in which they operate. We send so many folders to these agencies, and they undertake to keep folder boxes supplied with the latest issue of our folders. Where there are no distributing agencies, we must look to our general and travelling passenger agents as well as to the agents of connecting lines for distribution.
"As an example: We supply our general agent at San Francisco with 7,000 folders a month. He has a mailing list which shows how these folders should be distributed—so many to this agent, so many, to that, and so many to the

so many to that, and so many to the other. He retains 1,000 or 1,200 for use in his own office and gives about

use in his own omce and gives about 2,000 to the distributing agency.

"There is, I know, room for quite a little improvement in railroad time tables, and I have no doubt that in the course of the next four or five years some scheme will be evolved which will some scheme will be evolved which will simplify matters greatly. I think, how-ever, I am correct in saying that the railroad time table of to-day is a good deal better than that of five or six years ago. It is printed on better pa-per, from clearer and better type, the arrangement of the pages is better and if a man takes the trouble to study it a minute or two before diving headlong if a man takes the trouble to study it a minute or two before diving headlong into its contents you will find that after all it is not as mystifying a publication as the humorous papers would have you believe. Almost all railway time tables nowadays have indexes. That in itself is a great help. They are plentifully supplied with maps, which is also an aid to travellers. For a few years the experiment of dispensing with the letters A M and P M was tried, but it was abandoned and now almost all time tables use A Ms and P Ms, as well as light and dark-faced figures. The object of the latter everybody knows."

It's not so much the size of the advertising appropriation that counts as the way in which it's used—the amount that can be wasted on fake advertising propositions is limited only by the ad-vertiser's purse.—White's Sayings.

THE merchant who has failed need seek no farther for the cause than under his hat.—Gibson's Clothing Gazette.



WHAT IS YOUR LIFE WORTH

When a man dies the loss to his family is complete-But how much of a loss is it ?-

Well—the actual financial loss is just as much as the man contributes to the family's

support. Suppose he earns \$2,000 a year and spends half of it on

his family-

Estimate his age at 36— According to the law of averages he ought to live 31 years longer-

\$1,000 a year for 31 years, discounted at 4 per centmakes the present actual worth of his life \$17,617-

We have a circular giving esti-mated value of a man's life at every age-Shall we send it to you?

In your own case it is simply a question of who is carrying the risk-your family-or

THE EQUITABLE LIFE ASSURANCE SOCIETY.

Strongest in the World.

EDWARD A. WOODS, Manager. TRADESMENS BUILDING.

After April 1 Equitable Floor Frick Bullding.

AN EFFECTIVE INSURANCE AD. FROM THE PITTSBURG (PA.) "POST,"

ON SOME ADVERTISING SENTENCES.

The "catch" sentences or phrases used by advertisers in exploiting their wares have always remained an interesting phase of the advertising situation. In the paragraphs that follow, a few are taken up and commented upon.

"The Only Bottle Imitated," used by E. R. Durkee & Company, New York, of bottle dressing fame, possesses strength on account of the innuendo therein. To say that it is the only thing of its kind imitated is to insinuate that it is the only one worth imitating or duplicating, since it is the only one for which the public inquires. To have said this in so many words would have weakened the catch phrase materially.

"Never Successfully Imitated," used by the Paul E. Wirt fountain pcn (Bloomsburg, Pa.), is perhaps even a stronger statement than that of the Durkee's, since it goes further, worth faring worse.

The Gerhard Mennen Company, of Newark, N. J., harp on the same idea. "A little higher in price, perhaps, than worthless substitutes, but a reason for it," is the sentence used. It becomes dangerously near to "A little higher in price but—" the sentence that brought a certain ham into public favor, and it is not a tithe so good, lacking, as it does, that innuendo which leaves something to the reader's imagination.

"Sent on Suspicion" is a phrase that appears to have caught the fancy of a number of advertisers. If the writer recollects rightly, it was first used by Ostermoor peo-ple; since then the Roycrofters, of East Aurora, N. Y., and others "Sent on have given it housing. Approval," now users Approval," Manufacturing now used by the Company, of Detroit, of fountain pen fame, seems much more dignified and expressive. Even "Money refunded if not satisfactory," meaning if the article, not the money, is unsatisfactory, has the advantage of having some meaning and being understood, in spite of its circumlocution. The Oscar Barnett Company, of Newark, N. J.,

its pocket tool chest: "Your money willingly returned if the knife does not prove more than satisfactory." It would be hard for the purchaser to prove that the article was satisfactory but not more than satisfactory in order to secure the refunding of his money.

cure the refunding of his money.
"Write to-day" is a demand that is still frequently seen to-day at the end of melodramatic mail order advertisements, perhaps intended to intimate that unless the article is ordered in haste its manifest bargain quality will sell it so soon that duplicates will not be obtainable. In other cases the sentence is probably inserted on account of the known characteristic of a large number of people to push off ordering to some later day, and then forgetting the matter entirely, or forgetting at least where the announcement was seen and lacking the time to look it up again. That a large number of orders are lost in this way is true enough, undoubtedly; how far "Write to-day" eliminates this difficulty will never be known.

"Famous for its rich nut-like flavor," used by the Health Food Company, New York, in regard to Wheatena, a wheat product, appears to have done the article good, judging how widely the article is known.

Chas. M. Higgins & Co., the ink manufacturers of the metropolis, use a peculiar sentence. Say they: "The saving in pens pays for the ink." It is hard to say or see to whom such a thing would appeal.

The making of a catch phrase that will appeal to the public fancy appears to be as often a matter of good luck as it is of good taste. What is wanted is not to say too much: to leave a certain amount to the public imagination, a certain element wherein it itself may roam.

TRADE PAPERS.

funded if not satisfactory," meaning if the article, not the money, is unsatisfactory, has the advantage of having some meaning and being understood, in spite of its circumlocution. The Oscar Barnett Company, of Newark, N. J., puts it in this fashion in regard to

THE SUCCESS OF A PROMI-NENT FUR MERCHANT.

The representative of PRINT-ERS' INK called on Mr. C. C. Shayne, fur merchant, at his business place, 124 and 126 W. 42d street, New York, recently, and learned the following facts:

"I engaged in the fur business in 1864, in Cincinnati. I became junior partner of C. B. Camp & Company, sold out, and in 1868 started independently, coming to New York in 1873. Just before the panic of 1874 I had become imbued with the notion that the fur business was too small for my calibre. Wall Street was the magnet. At first I won, but in six weeks all my accumulations and money intrusted to me by others, fur merchants and even banks, were swept away.

"In 1877 I went through bankruptcy, subsequently paying off in full dollar for dollar.

"Before reaching this point, however. I had years of bitter experience. And it was during these that I was taught the power of advertising. For three years I had been selling furs on commission, and learning the fur business fundamentally to my subsequent benefit. In 1877 I started anew un-der the sign 'C. C. Shayne, Fur Broker,' in a ware-room costing \$3 a week, myself my own bookkeeper, porter, boy and salesman, Through advertising I was enabled to build up a splendid retail

"Having paid off all my old debts and discovered the road to success through judicious advertising, my course has ever since been directed by that force. I believe in advertising, and I think that if \$10 worth of advertising pays, \$15 will pay better; if \$25 worth pays, \$50 will pay better. In this way-until you get your business to such a capacity that you cannot supply the demand, when you should, of course, cease advertising for a while. This year, for instance, I have had more business than I could properly take care of. It has not entirely come from past advertising, however. A merchant must live up to his ad- in the United States to issue a

sider it good policy to quit advertising entirely, even when you have all the business you need. Your old customers might then think you had gone out of busi-

"I think the best advertising medium at any time is the daily newspaper. In advertising I have made it an absolute rule to adhere to facts. I take a line of furs, and I tell the people about the class of goods I sell and the kind of material, and if it is late in the season I mark the goods down and tell the people just how much I have marked them down. Then again, I tell them the exact truth about the furs. Five years ago I sold some dyed sables. Customers who bought them complained. decided if those customers complained others would also complain. I concluded that the dyed sables were not satisfactory articles to sell, and discontinued selling them, and advertised to the people that I did not sell dyed sables. The public is very bright. The people soon recognize who tells the truth in advertising. They are willing to pay a merchant a legitimate profit.

"I use the weekly papers and the magazines every other year, the daily papers every year. By the magazines you reach country well-to-do people. I use among the weeklies Harper's Bazaar, Harper's Weekly and Collier's Weekly. I used the religious press some, but have not during the last ten years. I believe in programme advertising, and have been a persistent advertiser in them since 1874, generally using a column in all of the better class of theater programmes, in the form of a chatty reading notice. I never advertise in the programmes for events which last only a few days. Such papers, however, as Town Tobics and Country Homes are all good sometimes, and were it not that I have more business than I can attend to would use them this season. Most of my advertising is in reading notices-in talks.

"I was the first fur merchant vertisements. I would not con- catalogue-in 1874. The reason

why I do not issue them now is because my styles are original with my house, and some of them are copied by other concerns who imitate them in inferior goods. I used to advertise that my catalogue would be mailed free when the idea was new. I would at that time get 1,000 answers and requests for catalogues where you would get 100 to-day. There were only a few firms then who issued them at all. People do not, however, appreciate anything they get for nothing.

"I have advertised in the cars on the 'L' regularly, but I do not believe in them for my purpose. I used to do a great deal of fence and rock advertising, and I recently saw some signs on the Palisades that have been there twen-

Anything nice said about a business house by the papers in a little reading notice is a benefit; but New York papers are not very liberal in that direction.

'My opinion regarding the relative merits of the morning and afternoon papers is, that if a man newspaper I do not think it would be necessary for him to advertise issue of the Directory: On the in the evening papers. other hand, if he advertises in the evening papers largely, he would get along all right in the city without the morning papers, but he would not get the country The Sunday editions of the daily papers are now taking the place generally of the old weeklies. I have had it figured up, and I find that my average expenditure in advertising in the past twenty years has been \$25,000 per year, and I know that in some years I exceeded that amount by a great deal." J. W. SCHWARTZ.

THE WORK OF THE DEVIL.

There is a barber in a coast town on the Clyde who advertises a hair re-storer in a weekly concert programme, with two photos of himself, one baldheaded, the other with a profusion of hair—"before using" and "after usnair—before using and after using." Unfortunately, some evil spirit, probably the printer's "D.," transposed the blocks, and the benefit of the restorer are emphasized by the bald-headed one, "after using." Of course, the barber doesn't see anything to laugh at. Glasgow Evening News.

BULL'S EYES AND BLACK EYES.



Editor of PRINTERS' INK:

In a recent issue you print a list of papers that have the bull's eyes or gold mark designation in the American Newspaper Directory, indicating papers of extra value on account of character or quality rather than quantity of circula-tion. In an earlier issue a correspondquanty states that I have a correspondent directs attention to certain signs that I have heard called "doubt marks." I should think "Black Eyes" would be an appropriate synonym. Would not a list of papers having these marks interest advertisers? I for one would terest advertisers? I for one wou like to see such a list. I am,

An Interested Reader.

The marks referred to are #. ##, ###. The meaning was fully explained in PRINTERS' INK of February 5 on page 17. A list of the papers having these marks appeared in PRINTERS' INK of November 13, 1901, on page 45.

It has since appeared that the advertises largely in the morning papers named below have become entitled to these marks in the next

> California—San Francisco Chronicle. New York—New York Engineering News.
> Tennessee — Knoxville Journal-Trib-

The publication of the the American Newspaper Directory for thirty-four years has been carried on at a cost of years has eight hundred thousand dol-lars. The advertiser who devotes an hour to carefully reading the rules and usages that prevail for the revisions of the book printed on pages 8, 9, 10 and 11 of the issue for December, 1901, will be impressed that the matter of ascertaining and stating facts about news-papers has been threshed over and over with the utmost thoroughness. To those familiar with the peculiar meaning set forth by certain marks explained on page 11, they tell an eloquent story.

LIVE THE LONGEST LIVES.

Weekly newspapers, as a class, are most popular with the general reading public. They were the first to be established in this country; they yield the largest profit and pay the best dividends upon capital invested and they live the longest lives. New York City is sometimes spoken of as a "grave-yard for daily newspapers," and facts appear to justify this statement; but the weekly flourishes everywhere.—Charles N, Kent. N. Kent.

QUICK REGENERATION THROUGH PUBLICITY.

Given: one hotel, slightly the worse for mismanagement and running at a loss; one high class restaurant, decidedly worse for the same reason, and running at a greater loss; one prosperous, openhanded public, noted for proneness to spend money for good hotel and restaurant service when it knows where they are to be had. Problem: to get the aforesaid public into the aforesaid restaurant and hotel, to get it in quickly, and at a minimum of expense.

This is the problem that confronted Mr. George T. Stockham, late of Kansas City, in December. The hotel and restaurant are known as the Criterion, and are situated upon the northeast corner of Broadway and 41st street, New York. They are fine establishments, but under wrong management had been steadily declining until they were very near the lamentable condition known as "run

down."

Mr. Stockham is a believer in advertising-at least, provisionally. He knows the ins and outs, ups and downs of hotel management pretty thoroughly, having been concerned with caravansaries in Kansas City and the West generally. He knows the sort of service that the public demands for its dollars, and also that it is necessary to let the public know where that service can be obtained, more especially when it has been scared away by service that was not worth its dollars. The problem seemed simple. He could provide the proper service-the public had the dollars in plenty. Plainly, advertising was the factor needed for the solution.

But how to advertise?

He knew that hotel advertising in its accepted form is the most mummified thing in all publicity, and that, moreover, it is wondrous slow in bringing returns. The Criterion must be built up quickly. Yet here was the great New York field—the hardest nut ever given to an advertising man to crack. He knew little of the intricacies of metropolitan circulations, and had none too clear a no-

tion of the kind of advertising that would be effective with the cultured people of the city. They liked ads with a literary quality, he had heard—ads set forth in bright little words (and not too many of them). The Rogers-Peet style seemed to him a very good way of bidding for New York dollars, anyway. So he finally settled upon something that would be along the Rogers-Peet lines, or better, if possible. Certainly he could talk to a smaller audience, and one more intellectually keen.

He went to the Cheltenham Press, 150 Fifth avenue. The Cheltenham Press is the means by which Mr. Ingalls Kimball expresses himself in advertising and other literature. Formerly Mr. Kimball, as junior member of the firm of Stone & Kimball, Chicago, expressed himself in a publication widely known as the Chap Book.

Mr. Kimball, Mr. Garrison, his assistant, and Mr. Stockham sat down together with the problem. They drew up dummies and plans and finally decided that a daily talk about good things to eat would be the most forceful ad—little talk of about two inches, say, set in pica old style, resembling a Scott's Emulsion ad somewhat, rather epigrammatic, a bit "literary," and as different from the restaurant ads of past ages as it could possibly be made. The "different" quality must be present, even thought the same property out.

About January I the initial ad appeared, upon the front page of the Evening Telegram, looking

thus:

RESTAURANTS.
Stranger within our gates!
Sunday morning breakfast is a sad
thing to contemplate, isn't it?
Mitigate this hebdomadal terror by
a Club breakfast at the Criterion (new
management).

Take your Sunday paper, eat a Home breakfast, watch the folk on Broadway and be glad your eye caught this. Uptown corner of Broadway and 41st street. (Right hand side going up.)

The next day there was another—and another the next, and the

next.

A Bird and a Bottle. A Rabbit and a Toby. These phrases are more than mere words. They are pictures. The

merc words. They are pictures. The proper frame for these pictures is the Criterion Restaurant. Samuel Taylor Coleridge used the snound have written "criterial." But in the classes who are upon the pertains to standards of excellence. "Criterional" food is the kind at the Criterion Restaurant. "Criterial" food is the kind at the Criterion Restaurant. "Criterial" food is the kind at the Criterial" food is the kind at the Criterial fo is the kind at the Criterion Restaurant. Either way will do, for each sentence conveys a truth.

conveys a truth.

To-morrow is (or will be) Sunday.
Let grammarians dispute the parenthesized words. Sunday morning Club breakfast at the Criterion is a cheerful thing. None can dispute that. Fragrant fresh-made coffee, rolls that are hot and crisp, toast that is toast and a competent chef for all dishes. New management (George T. Stockham).

Criterion. This means "a standard of judgment." The Century Dictionary is authority for the definition. Applied to the Criterion Hotel (under its new

authority for the definition. Applied to the Criterion Hotel (under its new management) it means the standard by which to judge a good hotel. Even more so—a good restaurant.

Ever get a really good baked potato in a restaurant? Any restaurant—anywhere? It's a simple thing—but takes the Know How. The same Kontw How cooks the chose to go with it. Criterion cooks the chop to go with it. Criterion (new management). From the fire to table-direct. No waits to cool.

These small ads ran two weeks. The cultured public sat up, took notice, commented, came. The hotel began to regain its place in popular favor. At the beginning of the third week Mr. Stockham decided to increase his space, so the ads were doubled in size, illustrated with pictures and supplied with a black border.

The first page was abandoned in favor of "run of paper" space, however, which proved to be a step backward, for the regular readers lost sight of the ads and took it for granted that the series had come to an end. First page space was again taken, therefore.

There is little doubt that this advertising is the most original that has appeared in New York papers in a long while. Moreover, it is
Within three weeks after the first small ad was inserted the Criterion had again become a paying property. When it is remembered that this was accomplished with somewhat less than fifty inches of space in a single daily in the city over which even wise advertising men shake their heads forebodingly, the feat becomes interesting.

Mr. Stockham had no especial reason for selecting the Telegram, although admitting that it has paid marvellously. A friend recommended it upon the score of

word "criterional." He was wrong. He large circulation, especially among should have written "criterial." But in the classes who are upon the



Marconi has found Cape Cod the best place in the United States to develop his trans-Atlantic Telegraphy.

Certain wise oysters have found Cape Cod the best place in the United States to develop themselves.

Cape Cod oysters!

They're almost as famous as Marconi himself.

These oysters come direct from the Cape to the Criterion, New management (George T. Stockham).

.Seggebruch furnishes the music at dinner and supper hours. Uptown corner of Broadway and 41st st. (right hand side going up)

trons and like folks. He is now thinking seriously of going into another paper in addition - the Sun, say. He knows whom he wants to reach, and as his business is limited, in a sense, he intends to run his ads thrice a week instead of daily when the capacity of his restaurant is reached-Tuesdays, Thursdays and Saturdays. The fact that he knew little of the respective merits of New York dailies, and made no careful selection, is convincing evidence that the originality of advertising is its main strength—that a strong series of ads will be read everywhere.

As long as the average advertiser sells things at "less than cost"—well, he cost" ought not to be too hard on the circula-tion statements of the newspaper pub-lisher.—White's Sayings.

BOSTON NOTES.

Lowell, are distributing a leaflet which says, "Better than Casabout the Hub advertising Hood's toria," for hasn't the promoter of hundred bottles to the need of noticing or mentioning his competwenty mammoth tanks with a capacity of 420,000 bottles is a record to be proud of. The concern oclargest laboratory in the world, a feet of floor area.

R. B. Davis, manufacturer of "Dry Yeast" Baking Powder, at Broadway and Chambers street, New York City, is introducing his goods in New England in a most thorough and systematic plan. Women are employed to visit the homes, making a house-to-house canvass, leaving a small sample box free, explaining its merits and low cost, and the only question they ask is what baking powder the family has been using and a record is made of the reply for some reason.

The Minard Liniment Manufacturing Company, of 221 Endicott street, announce the issuing of a new novelty in advertising, entitled "Tales and Tails," it being a handsome volume lithographed in colors and containing many pretty pictures and catchy verse. Their mailing department is working overtime sending out this work of art with a large bottle of the Minard Liniment to persons answering their ad, calling for 10 cents to pay postage and packing.

A bookseller is trying to keep up the holiday rush for books by offering a prize weekly for the best joke found in the popular novels. Any one can compete, and the winner is the one who first sends in the joke that is mentioned by the greatest number of contestants.

ter is being put up in the suburbs advertising "Laxakola," The C. I. Hood Company, of staggers one to read the top line, Sarsaparilla that has a page giv- this publicity, Mr. Charles Austin ing the big sales of this medicine. Bates, cautioned, criticised and From a little cask filling only one cussed the country clothier for titor?

Munyon's physicians, in Trecupies what is thought to be the mont Temple, are just now doing a land-office business, as the probuilding 400 feet long, of four fessor is advertising to give away stories, containing 175,000 square free any of his 25-cent preparations with a 15-cent cake of Witch Hazel Soap. The manager in charge of the advertising in Boston states that ninety per cent of the appropriation for publicity this year will be spent with the newspapers and the small residue expended in booklets and drug store signs.

> A local expert in bicycling who intends to enter the races this year on the grand circuit and who does not want to run under his own name for family reasons, has made a proposition to three different manufacturers of remedies of national renown to use the name of their medicines in place of his own name, so one need not be surprised to learn any day that "Cascarets" is entered in a race.

> The publisher of the Post, Mr. E. A. Grozier, is going to try to drive the advertisers off of the first page, and has given notice that after March I the almost prohibitive price of 68 cents per agate line will be charged for ads on the first page, while the low rate of 18 cents only is charged for the runof-paper, and he also states that medical ads will not be solicited and no "position" will be given them.

Business is made up of details of lit-Business is made up of details of litter things; whoever attempts to shirk them will fail. It is disagreeable to spend a large part of one's time on the stants.

* * *

A large 12-sheet, 3-colored pos-

TRUE, TOO TRUE, ALAS!

A WIDE MARGIN.

LUVERNE, Minn., Feb. 3, 1902. Publishers of PRINTERS' INK:

What is a fair price, without agents' commissions, per inch per insertion for run of paper advertising space in a semi-weekly edition of a daily paper of 5,000 circulation?

What is a the usual price received by

What is the usual price received by such papers (semi-weeklies) for such

service?

An answer through PRINTERS' INK will oblige. Yours truly,
J. H. SHARP,

With the Herald, Luverne, Minn. If an advertiser sends in an advertisement and doesn't ask any questions, it is worth a dollar an inch for each insertion. If the advertiser is of a mean and investigating turn of mind and wants to know things in advance, then in that case the service is worth about two cents for each insertion. Anywhere between two cents and a hundred cents will be fair according to who the advertiser is and what the newspaper man thinks his chances are for collection and future patronage. The chances are that the advertiser who pays a dollar an inch will be moderately well satisfied, and the one who gets it for two cents will think he is paying more than he ought. The usual price for such service is more likely to be less than two cents than over, especially if the advertisement occupies several inches space and is inserted on yearly PRINTERS' INK. contract. — [ED.

CINCH IS AKIN TO SAR-CASM.

NEW YORK, Feb. 3, 1902. Editor of PRINTERS' INK:

Editor of PAINTERS' INK:
Have noticed in the current issue (January 29) of your magazine the publication of my letter to the American Newspaper Directory, forbidding them to insert any information concerning our publication until we choose to furnish it. Unfortunately you added the heading "A Lead Pipe Cinch" to that communication, and I have been kept pretty busy explaining what the purport of that addition really meant. I am sure you will favor us with an explanation of this rather puzzling enigma.

M. W. Curran.

No man who is ass enough to think by copyrighting the name of his paper he can prevent other people from speaking of, writing of or describing the aforesaid paper can be expected to know the meaning of a "cinch"—lead pipe or otherwise. Although the names have not the same initial letter there is a close family relation between Cinch and Sarcasm.

NOT IN THE MAIL ORDER BUSI-NESS.

FERDINAND WESTHEIMER & SONS, Distillers of High Grade Whiskies. CINCINNATI, O., Feb. 4, 1902. Editor of PRINTERS INK:

In issue of PRINTERS INK of Jan.

rgo2, an injustice is done our firm which we believe you will correct. We refer to an article headed. "How Mail Order Liquor Advertising Impresses One Observer," signed by James W. Pemberton. We do not sell to the consumer, selling to dealers only, and advertising only in the way of general publicity. "Red Top Rye" is right, and everything, as we understand it, must be either right or wrong. Our advertisements are not "non-committal," for they all state why "Red Top Rye" is the best whisky in the market.

This article speaks of mail order business, and we are not doing a mail order business with the consumer.

Yours truly,
Ferdinand Westhermer & Sons. 1902, an injustice is done our firm which

E LITTLE SCHOOLMASTER AP-PRECIATED EVERYWHERE.

TREASURY DEPARTMENT, BUREAU OF STATISTICS.

WASHINGTON, D. C., Feb. 6, 1902.

Editor of PRINTERS' INK:
Could you oblige me by placing my name upon your mailing list to receive regularly copies of your publication? A regularly copies of your publication? A semi-weekly statement issued by the Bureau of Statistics is being sent to you, and I assume that you will be willing to oblige me as above indicated, and if so, I should be especially gratified.

Very truly yours,

O. P. Austin,
Chief of Bureau.

IT WAS NOT SO VERY, VERY GOOD!

GOOD!

WATSON WAGON COMPANY.
CANASTOTA, N. Y., Feb. 7, 1902.

Editor of PRINTERS INK:
I notice in your issue of February 5, page 47, an extract from a recent address given by the writer on "Advertising" credited to the Canastota Bee.
When I find anything I have said good enough to be given space in the Little Schoolmaster it raises it in my estimation to such an extent that I am estimation to such an extent that I am anxious to have credit for it.
Yours sincerely,
A. A. KEESLER.

ALWAYS HELPFUL.

AUSTIN, NICHOLS & COMPANY, Importers, Manufacturers and Whole-

Importers, Manufacturers and Wholesale Grocers.
Hudson, Jay & Staple Streets,
New York, Feb. 7, 1902.
Editor of Printress' Ins:
Comment, favorable or otherwise, is

Editor of Francisco.

Comment, favorable or otherwise, 18 always helpful when coming from so esteemed a source as PRINTERS' INE.

Very respectfully yours,

FRANK C. REX,

Advertising Manager.

NOTES.

Collier's Weekly reproduces a favorable item from Printers' Ink in a small folder.

"THE Wisdom of a Yearly Contract" is a convincing booklet from the Carriage Monthly, Philadelphia.

THE Jessie Mines Company, of Prescott, Arizona, describes and illustrates its gold mines in a neat prospectus.

THE Merchants' Association, New York City, sends out a terse little booklet entitled "Travel Bargains for Trade Winners."

The advertising of Mason & Hamlin for this season will be placed by the Frank Presbrey Company, 12-16 John street, New York.

THE Greer Lever Fish Hook Company, Atlanta, Ga., are using the publications of interest to fishermen through the Massengale Agency, of Atlanta, Ga.

THE Fidelity Secret Service Association, 75 Fifth avenue, New York, sends out a small brochure explaining their investigation service in concise language.

THE Christian Endeavor World, Boston, speaks up in a tasteful folder, in which it claims to represent the "advance movement among the religious press of the country."

MR. PATTESON, of Newspaperdom, continues his circulation-probing tour of Michigan blithely. His latest production is a booklet for the Saginaw Evening News, neatly arranged and printed.

THE Durant counting machines are described and illustrated in a brochure sent out by their maker, W. N. Durant, Milwaukee, Wis. Printing and arrangement are both of a satisfactory sort.

CLEVELAND and Warren (Ohio) men are organizing a company to develop a big field of lithographic stone at Aimajorda, N. M. They believe they have a quarry which will equal the diggings in Bavaria.

THE Massengale Advertising Agency, of Atlanta, Ga., has a \$25,000 appropriation for the Spencer Medicine Company, of Chattanooga, Tenn., going in Southern dailies advertising their "Nubian Tea."

A REPUBLICAN newspaper controlled by Americans will be established at Manila. At present there is not a single American newspaper in the islands, the Daily American having been sold recently to an English syndicate.

THE January issue of Spatters, the house organ of the Acme White Lead & Color Works, Detroit, Mich., is devoted to pictures and matter concerning the recent convention of the firm's travelling representatives held at the home office.

GEO, W. WAGENSELLER, Middleburg, Pa., issues a small booklet descriptive of his course in adwriting, in which it appears that "a man or a woman with good common sense and a spoonful of brains can become a useful and valuable appendage to any business." "Appen-

dage" is probably a new synonym for "adwriter."

"On the Turtle's Back" is a book of about 150 pages, describing and picturing the towns, industries and hunting grounds along the line of the Detroit & Mackinac Railway. The matter is interesting, and the pictures and typography are excellent.

"At the close of a thrillingly successful year" the Bargain House, Baltimore, Md., pledges itself to "unprecedented progressiveness in the future," and announces the fact in a somewhat unwieldly blanket sheet that will hardly be read by any busy mortal.

"Boosting Your Business" is a booklet filled with cloak advertising facts, sent out to retailers by the John Anisfield Company. Cleveland, O. The matter is of a decidedly good sort, and the typographical dress reflects credit upon the printers, Corday & Cross, Cleveland.

the printers, Corusy a THE partnership recently formed between R. A. Foley and Jos. F. Kelly, conducting business under the name of the Penn Advertising Agency, Crozer Building, Philadelphia, has been dissolved, Mr. Foley retiring. Mr. Jos. F. Kelly will continue the business of the Penn Agency.

RHEINSTROM BROS. Cincinnati, advertise Novena Rye Whisky by means of a little book of "After Dinner Stories," compiled from daily papers. The booklet is attractively gotten up and the advertising, being confined to the name of the brand between the stories, is at once inconspicuous and effective.

THE Minneapolis Journal publishes some of the best of Bart's 1901 cartoons in a handy paper-bound volume. Practically all of the specimens included have a point—some have two or three—and the collection will doubtless appeal to all who are familiar with this cartoonist's notably bright work.

THE Press, Columbus, O., recently held a voting contest for a piano in which over 650,000 ballots, cut from copies of the paper, were cast in three months. A girl named Maudie Brehm, daughter of the matron of Columbus prison and a child of musical promise, was winner, receiving 97,000 votes.

THE North Jersey Advertising Company has been incorporated with a capital of \$25,000, for the purpose of conducting a general advertising business. The incorporators are: Philander H. Johnson, Peter T. Davids and Otto J. Strasser. The office of the company is at No. 5 Erie avenue, Rutherford, N. J.

FRANK S. SMITH, of Frank S. Smith, General Advertising, Times Building, New York, died on January 16. The husiness heretofore conducted by Mr. Smith at this address will be continued without interruption or change of policy and all existing contracts and agreements will be carried out by his brother, Fred C. Smith.

PRINTERS' INK, a journal devoted to the interests of advertising, is recognized as the leading magazine of its class. No other class publication has so large a circulation or has so much influence among the craft. It is not only the most prosperous but it is the most influential of all the many publications devoted to the subject.—Peoria (III.)

Ad Vantages is a house organ gotten out "to boost" L. H. Slawson & Company, New York. The shape of the publication is satisfying, and its matter is interesting. The firm makes a somewhat new departure in advertising its services, offering booklets already written and illustrated, and advanced to the point where they can be put into press yany one whose needs they will serve. "From MS. to Mail-Bag" is a small brochure from the same house, telling the story of an advertising booklet from its conception to its completion.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 28 cents a line. Must be handed in one week in advance.

WANTS.

PACKBONE, St. Paul, Minn. Prohibition monthly. Funny if you shouldn't like it. 25 cents a year, silver or stamps.

MORE than 200,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

I AM seeking a position. Know thoroughly newspaper advertising, papers, rates, etc., Address "J. L.,"

WANTED—Second-hand Mergenthaler Linotypes, type and incidentals to newspaper printing plant. Send inventories, with prices, to "P. B.," care Printers' Ink.

WANTED-Reliable person to get advertising contracts in New York City, on commission. Commission paid as soon as contracts are secured. TEACHERS' GAZETTE, Miltord, N. Y.

THERE is a city journalist, printer or business man, with capital, somewhere, who would like to live in the country, if he could make money there. I want to find him. Address '709," care Printers' link.

100 VISITING or Professional Cards and real two or three lines of printing; script or roman type. Write plainly. LEROY ENGRAVING CO., Fourth St., near Chestutt, Philadelphia, Pa.

I AM an experienced advertising man, both in newspaper and commercial work, and would like to hear from some concern desiring a hustling, capable man with ability to produce results. Address "ENERGY," care Frinters' Ink.

THE FINANCIAL INCUIRER is a very valuable publication for investors. \$2 pays a remarkable publication for investors as a pays a remarkable publication for investors and pays a pays a remarkable publication of the publicati

WANTED—A first class advertising solicitor for Western territory, for one of leading industrial papers of country. Mone but men of highest character and ability need apply. All correspondence strictly confidential. Address "M. R.," care Printers' Ink.

W ANT printers to save money, time and trouble by using the McGinty Patent Adjustable Feed Guide for job presses (no quads or stick pims) and the McGinty Newspaper File and Binder. Save their price every month. Satisfaction guaranteed. Write for descriptive booklet. McGinty Fills & Galubs Co., Boylestown, Pa.

WANTED-Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE F. ROWELL&CO., 10 Spruce St., New York.

FOR VISITING CARDS-see ad below.

A BUSINES: publication which takes first rank in its field in the United States wants first-class solicitors on commission to call upon retail and wholesale merchants who are interested in publicity. Applicants must live in towns of 5,000 inhabitants or over. They ought to have education and experience enough to talk intelligently to plain, practical business men about a plain, practical proposition. Young men of good character, willing to work earnestly, ought to be advised to the state of the

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.60 per M in large lots.

PAPER.

IF you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. BASSETT & SUTPHIN, 45 Beekman St., New York City.

TO LET.

TO LET-Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to GEO. P. ROWELL & CO., owners, on the

PRESS CLIPPINGS.

United States Press Clipping Bureau, 153 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

SUPPLIES.

T HIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PREMIUMS.

PELIABLE goods are trade builders. Thoubut sands of suggestive premiums suitable for publishers and suitable for acturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. P. MYERIS CO., 48-66-52 Maiden Lane, N. W.

MISCELLANEOUS.

E ELECTRIC LETTERS
Ready for connection.
BAKER, the Sign Man,
Philadelphia.

PURE WHISKY, our Kentucky distillation, direct from distiller to consumer. Twelve years old, \$3 gallon. Inclose money order to POYNTZ BROS., Distillers, Maysville, Ky.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SUBSCRIPTION Fremium Wanted -- A highclass trade journal desires suggestions for a suitable subscription premium from manufacturers of advertising noveities; 100 to 1,000 lots; \$40 to \$100 per 100, Address EDGAR D, LEVY, 4946 Walton Ave., Philadelphia, Pa.

FOR SALE.

FOR SALE CHEAP—Ink Mill, G. A. Young make, first-class condition, with three each of Granite and Steel Rolls 12x4 in. Address "INK MILL," care this paper.

E VERY issue of PININTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a napor, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 50 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce 84, New York.

MAIL ORDER BUSINESS.

BEFORE starting your mailorder advertising, write SMITH, Box 1990, New York.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. SHAW-WALKER, Muskegon, Mich.

ADDRESSING MACHINES.

MYERS BROS. Label-Pasting Addressing Ma-chine, \$10. P. O. Box 449, Philadelphia.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CHEAP ADVERTISING CUTS.

WHY buy expensive mounted cuts when you can get matrices at one-tenth their cost? Write for samples, ADVERTISING CUT CO., Box 837, Knoxville, Tenn.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable", St. Louis Electrotype Foundry, No. 811, North Third St., St. Louis, Mo.

CARBON PAPER.

WILL exchange Carbon Paper for advertising.
WHITFIELD CARBON PAPER WORKS.

TYPEWRITING Carbon Paper in perforated books of 25 sheets delivered in your office for 75 cents. WHITFIELD CARBON PAPER WORKS, Red Bank, N. J.

BUSINESS OPPORTUNITIES.

PROGRESSIVE MERCHANTS—I have a legiti-mate advertising proposition, positive win-ner, which yields greater returns, proportion-ately, than any other method heretofore de-vised. Will send particulars free. Write imme-diately. CHARLES HUGHEY 88M.L. X. Y. Life Bulding, Kanasa City, Mo.

SITUATIONS WANTED.

I WANT a position where twenty years' experiners as an up-to-date managing printer will
add to booklets, or take a secondary place with
advertising man. Experienced office manager
and handler of men. Write fully what you want,
are willing to pay, and as to prospecta,
CHAS. R. JOHNSTON, Newburgh, N. Y.

ADDRESSES FOR SALE,

NEW NAMES. Heads of families in rural dis-tricts throughout the country. \$3 per thousand. Invalids and classified business, \$5 per thousand. CINCINNATI COMMERCIAL CO., Box 636, Cincinnati, O.

4,827 ADDRESSES of Railway Mail Clerks.
Every State represented. A good list and not overworked. \$\frac{1}{2}\$ per M., or \$\frac{3}{2}\$ for the loc. J. A. BINGHAM, McCook, Nebraska.

N AMES-3,200 actual heads of families in this city, best classes, \$5. Will return postage or readdress all undelivered matter. THE ADVERTISER'S DIRECTORY CO., Ithacs, N. Y.

MAIL ORDER.

G

GENERAL ADVERTIBERS! INVESTIGATE the MAIL ORDER FIELD!

The MAIL ORDER JOURNAL will keep you posted on ways and means. You cannot afford to be without is. It you don't know anything about the mail order business, read our apaper. If you do, read it and you'll prosper II will prove valuable to all. Start a mail of the prove the proving the proving the proving the proving to the proving the provin

ORIGINAL DESIGNS.

A DWRITERS, illustrate your ads. Original designs double value of advertising space. Original sketches submitted free KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

NEWSPAPER BROKER.

MAKE your wants known—to know them is to supply them. Original methods of A. H SMITH, Newspaper Broker, Earlville, Ill., pleas buyers and sellers. Reliability, discretion.

LINOTYPE AND STEREOTYPE METAL.

I MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONEERG, 174 Hudson St., N. Y.

ELECTROTYPES.

W E give special attention to making of good electrotypes for newspr ads. Prompt. Out-forward work done carefully as city. RAISBECK ELECTROTYPE CO., 24-26 Vandewater St., N. Y.

MEN'S HATS.

TRY A DANBURY HAT.

We will duplicate in style, quality, workmanabip and finish for \$2 any \$5 hat sold by retail stores in New York City. DANBURY HAT CO., 22 Desbrosses St. and \$5 w. 126th St., New York.

EXCHANGE.

EXCHANGE what you don't want for some-thing you do. If you have mail order names, stock cuts or something similar, and want to ex-served the source of the source of the source of the PRIFIESS INK. There are probably many per-sons among the readers of this paper with whom you can effect a speedy and advantageous ex-change. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$120. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

THERE are many so-called addressing machines on the market, but remember that the market, but remember that the solution of the market, but remember that the solution of the market programme that we among the large publishers throughout the country, such as Printers Ink, Cosmopolitan Magazine Co, Butterick Pub. Co., Comfort, of Augusta, Me., and many others. Send for circulars. Wallacoff & Co., 10 Warren St., N. Y.

HALF-TONES.

80°C. for best 1-col. half-tone you can get,

75°C. Newspaper half tones mounted. KNOX-VILLE ENGRAVING CO., "noxville, Tenn.

Zinc etchings - Better ones made by us than by other engravers. Can prove it. STAND-ARD OF NEW YORK.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

BOOKS.

M Y 8 page-3/x15, good paper, wired booklet -written, original flustrated first page and printed, all for \$12.50, is a trade winner.sfor bundle circulars, letter slips, or anything. Sam-ples of R, D. BRENBER, Odd Fellows remple, ples of R. D. Philadelphia.

Philadelphia.

De ADY-MADE ADVERTISEMENTS.

Refo. P. Rowell & Co., 10 Spruce 8t, New York, send the Causeat a handsome %-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—Coxfor Carcett.

cetple of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

JUNIOR JOURNALIST, 202 N. Desplaines St., Chicago, Ill., 25 cents a year.

HARDWARE DEALERS' MAGAZINE, sam-

BACKBONE, St. Paul, Minn.—25,000. Space five cents per thousand of circulation.

IN Southern I owa the best country weekly is the Chariton HERALD, 2,000 circulation.

40 WORDS, 5 times, 25 cents. DAILY ENTER-PRISE, Brockton, Mass. Circulation 7,500. A POSTAL card request will bring sample copy, ADVERTISERS GUIDE, New Market, N. J.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to re-ceive the paper for one year.

MODERN MEXICO, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

RURAL SCHOOLS, Mason City, Iowa (circulation 1,500 per month) reaches a prosperous class of rural and town residents,

THE WILD ROSE TIMES has the largest cir-culation and is the only all home print paper in Waushara County. TIMES, Wild Rose, Wis.

CIRCULATION 100,000 copies unconditionally proven. Rate 40c. a line. UP TO DATE FARMING AND GARDENING, Indianapolis, Ind.

PROFITABLE PUBLICITY, Stewartstown, Pa., wants sub's 20c. y. Adv's 5c. line. Press work 25c. to 50c. thousand. Pub. send for our adv.

THE peerless advertising medium, UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000; 40c. a line. Send for copy of "Results."

UP TO DATE FARMING AND GARDENING, Indianapolis, Ind., has the largest circula-tion of any agricultural paper west of Ohio, and we furnish the proof.

A DVERTISERS wishing to reach the prosper-ous people of tidewater Virginia and East-ern North Carolina, sent for sample copy of THE CRITERION, Nortolk, Va.

4 PER CENT of sales is what it cost a manufact-turer of agricultural implements to advertise in UP TO LATE FARMING AND GARDENING, Indianapolis, Ind. 100,000 proven; 40c. a line.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

K EY WEST Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established II years; 8 fol. pages. Only 30 miles from Hava all. years; 8 fol. pages.

DEOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

THE Rice Belt of Louisians is thoroughly covered by the Crowley DAILY NEWS and the RICE BELT NEWS (weekly). Mill, drainage, deep well, pumping and agricultural machinery advertisers can secure good results from these papers. Rates on application. THE NEWS, Crowley Louisians and Control of the Papers. ley, Louisiana.

THE GARDEN OF CANADA.

Prince Edward Island is the most prosperous province of Canadacpop. 194,000, mainly agricultural). THE EX AMIRER is its leading newspaper. Average daily 1,150, weekly 2,500. Daily, display contracts 2 cents per inch. weekly 5 cents an inch. "Wante" a specialty in best position, one time is easte, three times 25 cents. Address Charlotte-town, Canada.

THE ALABAMA HEADLIGHT, 4 pages, published semi-monthly. An excellent advertising medium. Try it. Address J. T. McMILLAN, Editor and Manager, P. O. Box H7, Tuskegee, sla

PRINTERS' MATERIAL

MODERN MACHINERY, new and rebuilt,
Material, new and second hand.
Type, new only, at foundry prices and dis-

counts. Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. City.

ELECTRICITY IN PRESSROOMS.

HAVE a simple and positive remedy for elec-tricity in pressrooms. No wires or patented preparation for tympan. Price St. Guaranteed to cure or money refunded. Address LOUE J. DUS, 713 Garfield Ave., Milwaukee, Wis.

PRINTERS.

10,000, NOTEHEADS, \$7.50. Cash with order. TIMES, Wild Rose, Wis.

5,000 NOTEHEADS, \$4. Good paper, good printing, Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.

TO become acquainted, we will print you 500 envelopes, noteheads, cards or billheads for S1. No stamps. STOCKTON TIMES, Station "8," Camden, N. J.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UMION PRINTING CO., is Vandewater St., New York.

1,000 NOTEHEADS, statements or type-state type writer letter-heads neatly! printed, \$1.50: 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. R. MoGRE-GOR, Princeton, Ky.

BETTER PRINTING for the same money, or as good printing for less money. Send sample of what's wanted. If I don't give better prices than you ever received, don't order—that's all. F. WILLCOX, Printer, Hamburg, New Jersey.

A SMALL SPACE WELL USED.

How often you hear somebody say: "Now there's a small space well used. It stands right out of the paner."

A. How often you must here's a small space well used. It stands rigns out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so One of the things we particularly prile ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Four local printer probably has not the equipment for doing how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make directions in the process of the control of the co

ADVERTISEMENT CONSTRUCTORS.

EDWIN S. KARNS, writer and promoter of profitable advertising, A 571 E. 43d St., Chi-

A DS that draw trade. Expert ad construction in all its branches. FRANK LOUIS BRACE, 11 W. 106th St., New York.

THE ads and advertising literature written by GEO. W. WAGENBELLER, A. M., Middleburgh, Pa., bring business.

MY weekly ads cost \$5, with the order, for a year. Others charge you \$5 to \$30 for the same service. F. W. DECKER, Box 225, Atlantic Circ. N. J.

HERRICK, the Ad-Scribe, Watertown, N. Y., wants to have a chat with advertisers who think they cannot pay hig prices, but want to do better advertising.

H ENRY FERRIS, his FF stark, 918-920 Drexel Building, Philadelphia. Writer, designer, illustrator, adviser. Specialties, books and machinery.

WAGENSELLER writes ads, circulars, folders and booklets. See ad below.

A TRIAL order placed with GEO. W. WAGEN-SELLER, A. M., Middleburgh, Pa., for adver-tising literature always results in more business both for the advertiser and for Mr. Wagenseller.

A D CONSTRUCTORS will find our book of A D CONSTRUCTORS will find our book of read, made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, §1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

A DWRITERS and designers should use this price is only 25 centra inc, being the cheapest for any and the cheapest for any and the cheapest for any and the cheapest of the cheapest of the cheapest for any and influence. The cheapest of the

THE work of our "Good Enclosure" Depart-ment is original in conception and clever in execution. It is not ready-made stuff offered for sale at so much per piece. It is the work of men who know how and do well what they

know.
It costs nothing but a stamp to find out if we can do what you want, and if it is a "good enclosure" we can do it.
L. H. SLA WSON & CO.,

Advertising men, who write, plan, prepare and place. 7 East 42d St., New York City.

WE do advertising work for two classes of men: those who know just what they want, and so order; the others tell us about their business, what they want to accomplish, how much will be spent to do it, and then leave the details to us.

We plan, write, illustrate and print booklets, folders, mailing-cards, and the like.

We do work that is characteristic, original,

we to wo to we to the confective.
L. H. SLAWSON & CO.,
Advertising men,
Who write, plan, prepare and place.
7 East 42d St., New York City.

This catches the eye of a wide-awake business I man, who appreciates the value of a specialist in advertising just the same as in law or medicine, but whose business is not large enough to require all the medical possible of the product of the same temperature of the product of the product

THE difference in the reception accorded to, and, the results obtained from "Good knclosed and the results obtained from "Good knclosed to the control of the control o

L. H. SLAWBON Advertising men, who write, plan, prepare and place. 7 East 42d St., New York City.

MAKE CATALOGUES, BOOKLETS, PRICE LISTS, FOLDERS, CIRCULARS, MAILING, CARDS AND SLIPS, CIRCULAR LESTERS in series, NEWSPAPER, MAGAZINE and TRADE JOURNAL ADVERTISEMENTS; in short, COMMERCIAL LITERATURE in all of its many possibilities, and I write up the subject matter from notes furnished me,often from very meager on

RITT

BUIT

I do not know all about anything—do not even suspect myself of it—and this unique state of affairs covers the minute details of YOUR BUSINESS, for which ignorance I offer no apology. I do, however, know just a little about several things, including how to set about hunting up facts that, for the good off my client, I should have been added to the control of the property of

At This Office.

10 Spruce St., New York.

Co. Rowell &z Geo. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

Receive and Forward

advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.



Advertising

that has the earmarks of honest endeavor is never lost.

To carry force and conviction it should tell a plain story, rightly presented.

The printing must be done in a striking manner. It may be plain or sumptuous in appearance, but rightly done it has the chances of success.

We are advertising agents—that's our business. We attempt to put force and conviction (the earmarks of honest endeavor) into the advertising literature we are instructed to prepare.

We plan, print and place advertising any-

where, any time. Address

GEO. P. ROWELL & CO., Advertising Agents 10 Spruce Street, New York.

Advertish

to the column for each newspaper, the il r

Plain	Dealer
Press	
Leader	
World	

The gain of the *Plain Dealer* in 013,882 columns over 1899, the rate of adults because of largely increased circulation.

In 1901 the *Plain Dealer's* lead over Leader, 5,111 columns; over Press, 2,107 tol

C. J. BILLSON, Manager 19 18 STOCK EXCHANGE BLDG., CHICAGO ing

he

Some interesting figures, comparative and otherwise, are furnished by a carefully compiled record of advertising in the four English newspapers of Cleveland during the past three years. On a basis of twenty inches

l results (in columns) were as follows:

12.075	10.198
9,754	9,805
7,060	7,563
7,430	8,362
	12,075 9,754 7,060

in 01 was 2,005 columns over 1900 and advising having been advanced each year

lead over other local newspapers was: Over 2,10% columns; over World, 6,181 columns.

er forign Advertising Department G0 TRIBUNE BUILDING, NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

numbers.

EF Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate, respectively. The same rate was like for the benefit of advg. patrons may, on application, obtain special confidential terms.

EF If any person who has not paid for it is receiving Patristras' like it is because some one has rubeer bed in his name. Every paper is stopped at the expiration of the time paid for.

ADVENTIBING BATES:

ADVENTIBING BATES:

ADVENTIBING BATES:

Sents a line: six
words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST. London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 19, 1902.

Before every annual session of the State Legislature come proposals of bills and amendments which affect the conduct and rights of the business of firms engaged in the manufacture of pat-The ent and proprietary articles. nature of such proposals often unrest and causes uncertainty coupled with material losses. If such proposed legislation always came as a new and whole measure, those affected by it would perhaps know what they had to contend with. It is different with the piece-meal legislation in the form of amendments of existing laws and the uncertainty to what construction they may be put after becoming operative. The Proprietary Association of America is an organization which, through its Committee on Legislation, tempts to exercise an oversight on harmful acts and amendments that come before the various Legislative assemblies. This Association has a right to expect the assistance and co-operation of the press in general for a more complete safeguard of their interests. The newspapers derive a large income from the firms who make and sell patent medicines and othpart of members of an unscrupu- maker."

lous lobby. There is a decided tendency to want too much law. To counteract this, and to dispel the sophistic illusions under which the various attempts are made, the co-operation of the newspapers should not be and rarely is asked for in vain.

HYPHEN-LUTINATED writing in ads is condemned by money-making advertisers.

Your advertising pays only when it pays people to trade at your place of business.

THE advertising field has no room for the Jack-of-all-trades. To succeed it is necessary to be thoroughly systematic and know how to do at least one kind of advertising well.

Schemes create more comment than straightforward newspaper advertising does. But ask the advertiser on which of the two he would place more dependence for the selling of goods.

Women are often heard saying they had rather buy in a busy store than in one with vacant aisles and groups of gossiping employees. Get busy by advertising in the best daily newspapers.

IF you have a good thing, never be afraid to advertise it for fear of creating competitors. Others will, of course, hear of your success, but you will have been first in the field, and have been able to secure a tight hold on enough trade to guarantee success if you manufacture and advertise judiciously.

WANAMAKER'S New York store follows the plan of saying something in the customer's bundle by printing it on the back of the sale slip. And it is a paragraph that er proprietary goods. It is, there-fore, only fair that the newspapers tee. Each sale slip filled out is as shall protect the rights of their much our personal guarantee for clients against a mania for legis-lation which is often the result of as though issued personally. We ignorance or jealousy and some-count this personal responsibility times partakes of the nature of a and the confidence it begets as the strike for compensation on the basis of our success. John Wana-

STRIVE to create a favorable imvertising you put out.

black magic, astrology, witch-craft or prestidigitation. It can accomplish nothing that is beyond the laws of cause and effect, though it stands upon its head.'
Therefore, the laws of cause and effect are an advertiser's chief study. He who knows how an effect was produced by a cause can use the cause to produce other and better effects.

permanent value should be continuous, or nearly so. Napoleon passed out of the public eye when St. Helena closed upon him. An advertisement may be like bread cast upon the waters, bringing increase after many days. But the increase diminishes with time and it is very easy to forget. St. Jacob's Oil once was the best advertised proprietary medicine in the country, but it ceased to advertise, failed and passed into other hands.

Use few capitals, or, better, goods would fall under suspicion jealous regard for their work. of being slightly daft. Upon the same principle an ad can be so full of typographical shouts as to seem hysterical.

is thought omnipotent.

ARTEMAS WARD says: "Why pression with every piece of ad- worry about special positions? It must be a mighty poor ad that will bring results only when it is print-ADVERTISING is neither white nor ed in one particular spot in a ack magic, astrology, witch-newspaper. In my experience, the really effective ad will secure a reading for itself anywhere, even

MERCHANTS should always remember that among the advantages possessed by the booklet, as compared with the salesman, the former can reach one hundred, or one thousand, or even ten thou-Publicity to be effective and of sand buyers, as cheaply and as quickly as the latter reaches one. Besides, the booklet can always be kept at hand and can be studied at leisure, and when the buyer is in the mood-as often as he desires to look at or consult it. The salesman can only call at rare intervals, and not always at an opportune moment.

THAT advertising is most effective which attracts the eye and appeals to the brain. Strong adjectives may be as much out of taste in an advertisement as in a bit of more aspiring literature. none at all. An advertisement Exaggeration is always to be needs to be simply printed conver- avoided. People nowadays demand In actual conversation sincerity in all matters of business. there is seldom any occasion for It is observable that the big and capital letters. Italics are useful successful advertisers are most when it is necessary to shout careful as to their statements of "Fire!" or "Police!" but the man fact. They realize that confidence who raised his voice above the or- is the keystone in the arch of dinary pitch in talking about his trade. Their success came of their

When the linotype began to go into general use predictions were made freely that it would throw thousands of compositors out of "THE Country Weekly," a book-work. The same thing was said let issued by the proprietors of of the sewing machine when Elias what is known as "The Atlantic Howe invented it nearly sixty Coast List," a combination of fif-teen hundred village weeklies, di- that it would cause sewing women rects attention to the peculiar to starve. Instead it has proved merits of the home papers of the their best friend. Many more compeople. It is written by Charles positors are employed now than N. Kent, Esq., a newspaper sta- when linotypes came into use. It tistician of great experience, and made possible more typesetting, states in a convincing way many and the newspapers carry more interesting facts which an adver- matter than then. All kinds of tiser is liable to lose sight of in reading matter have increased and these days when the daily paper typesetting machines now frighten nobody.

CLEANLINESS is the proper keygrocers, cafe and hotel proprietors and those who handle food, drink or clothing, will generally find it more profitable to lay stress upon their methods of keeping stocks clean and in hygienic condition than upon penny cuts in prices— unless, of course, they are doing business with a class of trade that makes price paramount.

"COMMERCIAL Opportunities and Commercial Methods in Siberia' is the subject of a recent publication in the "Bulletin Commercial," published at Brussels, a copy of which has just reached the Treasury Bureau of Statistics. The Siberian merchant, it says, is even more intelligent, energetic and enterprising than those of Russia, and his average capital is probably larger than that of the average Russian merchant. Payments are made usually as in Russia, at 3, 6, o and 12 months. The opening of the Trans-Siberian railway has increased the wealth and consequently the consuming power of Siberia and caused an increased demand for foreign goods. There is, therefore, now an opening in Siberia for many kinds of goods not formerly sent to that country.

To the young man or woman who has writing or artistic leanings, the advertising field offers bright possibilities. The increase in advertising points to a time in the near future when practically themselves and their neighbors. all large business houses, retail In this respect it is a new force. and wholesale, will have their own One hundred years ago a firm had advertising departments. There to be in business at least a generawill also be an increase in agenadvertising as a career, learning gray before it was known as a its principles and developing safe, established house. But toworking methods of his own, will day, with advertising, that great be almost certain of lucrative em- news-spreading force, it is a simployment. At present the field is ple matter to build up a vast credfull of mediocre writers and artit of this sort in a very few years. ists, but the man who can origi- It is soon known who is doing nate good advertising matter, business by honest or shoddy working knowledge of the business require- houses, for example, enjoy irrements of publicity as well as its proachable credit with more peoliterary or artistic sides, is woe- ple than were living on the whole fully scarce.

Be careful never to write stenote for the advertising of some reotyped letters. Every corre-lines of trade. Butchers, laundry-spondent who deserves a letter men, cigar and cigarette makers, surely is worthy of an individual one.

> ONE advertiser maintains that the morning city daily has a much wider circulation abroad than the evening daily, for which reason he prefers the former for out-oftown and suburban trade.

AD-SMITHS, publicity experts and all other readers of the Little Schoolmaster will read with interest the twopage advertisement of the David Williams Company, pages 48 and 49 of this issue. The publishers of the Iron Age-the best trade paper in all America-offer a prize of one hundred dollars in cash for a name to be given to the Iron Age supplement.

THE advantage of stating in your ad that "freight or post is prepaid" is an unusually strong one. Buyers of advertised articles, especially mail order buyers, like to have everything made as easy for them as possible. A statement of this kind makes it clear to them that when they have remitted the price the transaction is done.

Property directed advertising is an unparalleled force for building credit with classes of people who never depend upon Dun or Bradstreet for ratings of business houses, but rate them according to their methods of dealing with tion before it was trusted. The The student who goes into man who founded it often grew intelligently, with a methods. The Chicago mail order continent a century ago.

ADWRITERS seeking good examples in simple, understandable firm's name and address it at the style should study the Bible, Pilgrim's Progress, Robinson Crusoe if it be a small one. There is no and Shakespeare.

FREE coffee and tea, served to shoppers during the busiest hours of the day, are store attractions that cost very little and are productive of invaluable prestige. Women appreciate little attentions. Good store service has some of the qualities of good restaurant service. The ingredients of a dollar dinner may not cost nearly as much in proportion as those of the twenty-five cent meal, but the tact shown in serving makes the din-ner absolutely distinct. The ser-vice of a store ought to express the management's good will to and conscientious care for patrons. The serving of small luxuries like tea and coffee costs very little compared to some forms of advertising, and the store which first adopted it in a town would secure a distinction that could hardly be taken away from it by subsequent imitators.

ple, whereas the clothing or shoe cidedly only three or four times in the spoken and ambitious. people in at all hazards. stock is kept up in attractive style. London, Eng., 1902.

THE only logical place for a bottom of the ad, more especially philosophic reason why it is better than any other place, but people have got into the habit of looking there for it. Some advertisers try to give their ads a touch of originality by half concealing it in the body of an argument, but this is a mistake.

"WHATEVER can be successfully advertised in the British Isles can win similar success in the United States. Where I find fault with the British advertiser is, that he regards advertising in the United States as a great problem, success in which is accomplished only by lengthy and expensive effort. the contrary, it is rendered easy by a people constantly looking for the best, and ample to pay for what they like. Of the character of the people themselves it is hard to give an accurate description. The mixture and conglomeration of races, such as the unemotional Yankee in New England, the mix-Some stores are natural meeting ture of Dutch and others in the places for men or women, and are Middle Atlantic States, the Southlooked upon almost as public con- erner and the negro in the South-The cigar store, book ern States, the phlegmatic and store, department store, news- successful German, Swedish and stand, pharmacy and others have similar characters in the Middle little difficulty in attracting peo- West, the Westerner, with his de-Western characteristics, store can hardly get any one in form subjects for study and disunless it be to buy. The associa- crimination - not impervious to tions of the former class of shops honest argument and logic, open lead people in to "look around," to improvement in his dietary, his as they contain many novelties for medicine or anything else that a few pennies, while the stock of makes him more comfortable, the latter class is costly in com- healthier or happier. The result is parison, and customers visit them the American himself, free, out-Because year, when they spend consider- of the greater number of people able sums. It is a good plan, if and the increasing number of peyour store be of the former kind, riodicals, discrimination is necesto make it as near a club as you sary. But it is no harder to make possibly can. Make it as conven- a selection among 20,000 papers ient and democratic as the saloon. than among 3,000 if one knows the Have seats, directories, stamps papers and magazines and the peo-and all the conveniences that are ple to whom they go. The probabsolutely profitless so far as di- lem in itself is not a bigger one rect return is concerned. Adver- than that which the advertiser tise these conveniences and get finds himself arrayed against in people in at all hazards. The Great Britain."—"The Advertisprofit will inevitably follow if the er's A B C," T. B. Browne, Ltd.,

THEY who believe most in advertising are they who have are called but few are chosen.' proved it most. John Wanamaker, Marshall Field and others "Commercial Japan in 1900" of the great advertisers have not scrupled to commend it to others, and have confessed that much and very much of their success is due to their faith in printers' ink. The age has been educated to full appreciation of the value of publicity.

AGAIN, there are always interesting facts in the goods-always -no matter how commonplace they may be. Codfish, for example. Just a plain, salty, salt cod-Listen to codfish wisdom from an ad of Austin, Nichols & Company, New York (trade paper as codfish is really genuine codpoor relations - cusk, hake and pollock-who ape his looks and manners and gain admission to Housekeepers perceive this differtheir codfish taste refuses to be appeased by inferior substitutes. Grocers, too, are hardly less ignorant than customers. They rely principally upon the wholesaler's statements-and are frequently deceived. There are grades and differences, even in the genuine cod. Banks are vastly superior to those taken off Grand or Western Banks. If you are in doubt—" and so on. Leaving out the referone could wish. The bit of clumsy doesn't relish being called ignosuch a sensible argument.

In advertisement writing "many

"COMMERCIAL Japan in 1900" is the title of a monograph just issued by the Treasury Bureau of Statistics. It is based upon the latest commercial report of the Japanese Government, just received by the Treasury Bureau of Statistics, and shows the com-merce of Japan with the world and especially with the United States, and the commerce of the United States with Japan and its remarkable growth. It shows that the foreign commerce of Japan, which in 1878 amounted to less than 60,000,000 ven, was in 1800 about 500,000,000 yen. The proad). "Not everything that is sold gressive spirit of the Janapese is also shown by the fact that her This lordly fish has certain own people are rapidly increasing their proportion in the trade of Japan with foreign countries. 1890, only about 12 per cent of the foreign trade of Japan was concircles where, under their true foreign trade of Japan was connames, they would be denied enducted by Japanese; in 1900, 37 trance. The flesh of the true cod per cent of the foreign commerce is as unlike that of hake or cusk of Japan was conducted by her as cream is unlike skimmed milk. own citizens. The trade of Japan with the United States has grown ence without knowing the cause, with even greater proportionate They think the family is tired of rapidity than her total trade or codfish, when it is merely that than that with any other nation. In 1881 her imports from the United States formed less than six per cent of the total importations into Japan, while in 1900 they formed 22 per cent of the total importations. Meantime Great Britain's share in the imports of Japan fell from 52 per cent in 1881 For example, those from Georges to 25 per cent in 1900. The Unit-Banks are vastly superior to those ed States is Japan's largest customer, by reason of the fact that the chief export products of Japan are articles required by the manufacturers of the United States and ence to ignorant grocers, this facturers of the United States and makes as convincing a retail ad as which cannot be produced in this country. The total exports from expression could as well be left Japan in 1900 amounted to 198,out of this ad, too, for a grocer 000,000 yen, and of this amount 52,566,000 yen went to the United rant, even when he knows that he States. Of this later sum, 26,is ignorant-doesn't relish it any 710,000 yen consisted of raw silk, more than a watchmaker or a 5.972,000 yen manufactures of cook. But the ad as a whole is a silk, 6,930,00 yen tea, 3,000,000 yen fine, homely bit of everyday codmats for floors, and 1,000,000 yen fish lore, and it is next to certain rice. The growth in exports from that the reader will buy the brand Japan to the United States has that is named at the bottom of been chiefly in raw silk, having more than doubled since 1893.

colonies, gives considerable val- sented in the advertising pages of nable information concerning ad- this section of the volume. vertising as an art, and the T. B. Browne system of furthering clients' interests. No circulation fig- creases the expense and decreases ures are given except in paid pub- the effectiveness of advertising. lishers' announcements. For the Say what you have to say in as first time since it was founded. attention is sixteen years ago, given to the American field in an extended article "specially contributed from New York by an expert on such matters" (apparently an Englishman). This writer, after outlining the great territory embraced by the Briton's favorite term, "the States," tells of the vast sum spent for publicity annually in America, explains the present gain of daily papers, and divides the territory into its real commercial fields - the various groups of States. In each one of these divisions he gives a list of daily and weekly papers that may be used profitably, winding up with a general list of agricultural. trade, religious, professional and mail order mediums, with weekly and monthly magazines. His chapter on "The Question of Circulation" shows thorough knowledge of the field: "On the question of circulation. advertisers in the United States know nothing better than a man's word, authenticated by his signature. By the American Newspaper Directory the publisher is required to state in writing the period his statement covers, to tell the circulation of each issue, and then to strengthen the whole by affixing his name by pen to the statement. It is presumed in all such cases that the statement is correct. Out of thousands of statements made by publishers, in only thirty-six cases have publishers proved false to statements in which the American Newspaper Directory rules were complied with, and the published statement was a lie on paper over

THE T. B. Browne Advertising the publisher's own signature." Agency, Ltd., London, sends the The writer affixes circulation Little Schoolmaster a copy of its "Advertiser's A B C" for 1902, a figure ratings to all of his lists, using the figure ratings in the Directory of directory of periodicals in London, June, 1901, and "his own judg-Great Britain and the British Emment" in the cases where letter ratings alone were given. The New York Tribune and Boston lications in Great Britain and her Pilot are the only papers represented in the advertising pages of

MULTIPLICATION of words infew words as it can be said-then stop. By so doing you can set what you have to say in larger type, so that it will command the attention of more readers than would a wordy discourse set in small type.

THE New York Herald that told of the assassination of President Lincoln did not contain a line of display advertising-simplay a few brief readers. Herald that reported the assassination of President Garfield carried three and a half columns of display announcements, and in the Herald of Saturday, September 6, telling of the assassination of President McKinley, were twentyfour columns of display and five pages of classified business. These three examples prove that inclination is toward display and that there are many more newspaper advertisers to-day than ever before. The three newspapers mentioned were displayed side by side in the show windows of L. S. Plaut & Company, in Newark, N. J., and proved a very interesting study.

CONUNDRUM.



CAN CHERUBIM SIT DOWN?

WHAT SHALL WE CALL IT?

The most valuable, the most convenient and the most widely circulated classified directory of the Metal Trades of the United States.

HE IRON AGE INDEX SUPPLE-MENT," a directory of the goods and machines made by over 1,300 regular advertisers in The Iron Age, will this year be issued as a cloth-bound book convenient for desk use. It will be an elaborately classified directory of American Hardware, Iron, Machinery and Metal Products, from Pig Iron to Dental Wire; from Drills (47 headings) to Locomotives. It will be furnished free to all subscribers. In its new form it deserves a title more appropriate to its character.

A prize of One Hundred Dollars will be paid to the person first suggesting the title we may

ratify by adopting it.

The facts are:

It will give the names and addresses of makers of over 4,000 different articles

Manufactured by Advertisers in

The Iron Age

The name and address of each manufacturer will be inserted under as many headings as are required to cover his line of goods.

It will contain the names of none but adver-

tisers in THE IRON AGE.

It will contain no paid matter or advertisements. A copy of the book will be furnished FREE to

every subscriber to THE IRON AGE.

It will thus have a general circulation among the Hardware, Iron, Machinery and Metal Trades, including purchasing agents of much more than half the railroad mileage in the United States, and to subscribers in over 500 places in foreign countries.

Its contents, convenient form and wide circulation will give it great value to both buyers and

manufacturers.

It will be the most valuable, the most convenient, and the most widely circulated classified directory of the Metal Trades of the United States that has ever been issued.

For the expense and labor of its compilation

and distribution we will receive no direct return, but we believe its utility to our subscribers and its advantage to our advertisers will amply re-

pay us.

Suggested titles must be submitted in writing. They will be considered in the order of their receipt. number of titles may be submitted by one person. Our decision of all questions to be final. Address: "Title Competition, The Iron Age, 232-238 William Street, New York."

DAVID WILLIAMS CO.

Publishers of

THE IRON AGE THE METAL WORKER CARPENTRY AND BUILDING



Silver Sugar Bowl

Awarded by

PRINTERS' INK

THE IRON AGE

As the Best Trade Paper in America.

(Inscription)

Awarded November 20, 1901, by PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, to

THE IRON AGE,

that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class.

AN INITION SOUGHT.

The publisher of PRINTERS' INK and the American Newspaper Directory has submitted the following letter, preamble and resolution to Charles H. Taylor, Jr., chair-man of the committee having charge of subjects to be considered by the American Newspaper Publishers' Association at their annual convention held in New York City this week at the Hotel Waldorf-Astoria. Colonel W. C. Bryant, Secretary of the Associa-tion, has assured Mr. Rowell that he believes the discussion and passage of a resolution defining what is meant by circulation would be a step in the right direction, and has promised to present the matter to the convention if the Committee on Subjects does not disapprove.

New York, Feb. 11, 1902. Col. Chas. H. Taylor, Jr., "Globe" Office, Boston, Mass .:

DEAR SIR—For reasons that will oc-cur to you, it has become very desirable that there should be a well understood definition of what is meant by circula-

You are well aware that if an adver-You are well aware that it an advertiser should ask, at the advertising window of the Globe, what is the circulation of the Globe, and should be told how many copies of the Globe were printed yesterday, he would not extend his inquiry, and still the information he received would be something less than he desired, because the circulation of vesterday may have been an inflated of yesterday may have been an inflated one or may have been specially small.

The Association of American Advertisers has adopted a definition of circulation. The editor of the American Newspaper Directory, after thirty years of experiment, has adopted a somewhat different definition.

There is, at the present time, so much interest in the matter that, as publisher of the Directory, I am anxious to adopt a definition that shall be satisfactory to the majority of newspapers With that object in view I caused the inclosed preamble and resolution to be prepared and vesterday submitted it to prepared, and yesterday submitted it to Col. W. C. Bryant, Secretary of the American Newspaper Publishers' Association, who told me that the matter of topics to be brought before the February Convention was in charge of a committee of which was are chair. committee of which you are chair-man, and recommended that I submit the case to you. Col. Bryant was good enough further to say that he approved of the proposed discussion, and promised that if your committee did not disapprove he would take it upon himself to offer the preamble and resolution in I think I have now placed the matter fully before you, and I bespeak for it

AUTHORITATIVE DEF- your careful and kindly consideration. Thanking you in advance, I am, Your obedient servant,

D. Rowell

"THE BOSTON GLOBE."
BOSTON, Mass., Feb. 12, 1902.
Mr. George P. Rowell, 10 Spruce S r. George P. Rowell, 10 Spruce St., New York, N. Y.:

DEAR SIR—There will be a meeting of the Topics Committee in New York on Friday next. I will submit your leton Friday next. 1 will submit yet ter and resolution to the committee. Yours sincerely, CHAS. H. TAYLOR, JR.

THE PROPOSED DEFINITION.

Whereas, it has become the practice of advertisers to ask the circulation of a newspaper before making an advertising contract, and

Whereas, it is advisable that a common understanding should be had as to what constitutes the circulation of

a newspaper, and

Whereas, the Association of American Advertisers has adopted a definition of circulation, to wit,

"THE NUMBER OF COPIES ACTUALLY DIS-TRIBUTED IN ONE YEAR, EXCLUDING ALL RE-TURNED COPIES AND WASTE," and

Whereas, the American Newspaper Directory, after thirty-four years' experience, has arrived at a method of ascertaining and stating the circulation, to wit,

For a correct circulation rating in the American Newspaper Directory it is required:

1. To set down separately the number of complete and perfect copies printed of each issue during the 12 months preceding the date of statement.
2. The sum of the several

should be ascertained and be divided by the number of separate issues, thus

3. The statement should be dated.
4. The statement should be signed by some person whose authority to give the information is either evident or stated,

Whereas, the difficulty of ascertaining the exact number of returned copies is so considerable and the statement of the number is so liable to error, and

Whereas, every copy of every paper is printed with a purpose, it is hereby Resolved, that the circulation of a paper is understood by this Association to be the average number of complete and perfect copies printed during one year preceding the date of statement; what is done with the copies so printed having a bearing only upon the quality of the circulation, and it is further

Resolved, that it is the sense of this

Association that the method adopted by the American Newspaper Directory of arriving at the circulation is as simple and effective as any form that, up to the present time, has been discovered.

The Directory editor declares that he is only interested in obtaining an authoritative definition. together with a statement how it should be arrived at, so as to permit of an equitable comparison of the probable values of competing publications, which it is not supposed can be fairly brought about until circulations to be compared are based on the same sort of information and stated in conformity with an established rule. Any rule may be good enough so long as it is understood and made applicable to all cases. The one the Directory editor has adopted for present use is the result of many years of experience and experiment, but he is quite willing to drop it and adopt any other for which the Convention of the A. N. P. A. may express a preference.

The publication of the American Newspaper Directory for thirty-four years has been carried on at a cost of more than eight hundred thousand dol-lars. The advertiser who devotes an hour to carefully reading the rules and usages that prevail for the revisions of usages that prevail for the revisions of the book printed on pages 8, 9, 10 and 11 of the issue of December, 1901, will be impressed that the matter of ascer-taining and stating facts about news-papers has been threshed over with the utmost thoroughness. To those familiar with the peculiar meaning set forth by certain marks explained on page 11, they tell an eloquent story.

THE N. Y. "HERALD."

One of the most effective advertisements of the newspaper is the New York Herald's elaborate display of presses and counters in its up-town building. Its large rolls of paper, brought out before "the gazing rustics" standing round" have a marvellous effect on the imagination. What is the result? The public believes the Her-What is the ald's circulation is so fabulously great that the Herald wisely refrains from disturbing this impression. Hence the Herald will not give its circulation fig-ures.—Charles H. Bergstresser.

QUANTITY AND QUALITY.

Quantity of circulation is of prime portance. Whether the publication importance. reaches butchers or bankers matters not. The space has certain value as long as the publication reaches a being with a mind.—Charles H, Bergstresser.

SELLING SEEDS.



The striking ad here reproduced might impress one after a first reading as a fake. The volume of all merchandise offered in cold type for 16 cents seems an almost impossible promise, but the adver-tisers are a reliable house. It may be that the seeds offered are practically a free gift and the 16 cents serve merely as part pay for a bulky catalogue from which future profitable business may be counted on with confidence.

SUPREME KNOWLEDGE.

A fact upon which mail order publishers can compliment themselves is that their customers comprise the that their customers comprise the shrewdest, most far seeing, progressive and enterprising merchants in the country. For mail order advertisers are such. Their success has been achieved in a school where none but such can triumph. A successful mail order advertiser has mastered a knowledge of mediums and methods which is in all cases remarkable. in many marin all cases remarkable, in many mar-vellous. He knows that hardest of all vellous. He knows that hardess of an attainments—which papers pay; he can even gauge often to what extent the character of the ad should be for different sections, how his ads should followed the control of the contr low seasons, and many similar nuggets only to be acquired in the school of experience. When season after season such an advertiser continues to favor a medium, it is a rare compliment to the publication.

THE NEWSPAPERS.

THE NEWSPAPERS.

It is a fault, if any can be found, that business men seldom read a newspaper all the way through. And yet it is true that the newspaper carries with it a weight that is undeniable, and appreciable on all occasions. The newspaper is a moulder of public thought and opinion on all occasions. It is for this reason that it is read and considered by every man whose consideration is worth anything.—Press and Printer.

MAIL ORDER PUBLICATIONS. THEIR ADVANTAGE TO THE GENERAL PUBLIC.

Much has been said and written of late concerning the alleged abuse of the second-class mail privilege by so-called mail order publications. The loss in-curred by the Government in handling periodicals at the one cent a pound rate is charged up principally against the mail order papers, and the attempt is being made to curtail the privilege here-tofore enjoyed by publishers of such organs, to the extent of allowing publishers' rates, only in cases where Simonpure, undefiled literature is put forth, such as is perfectly free and unadulterated from taint and corruption superinduced by premiums, gifts and divers other offers of reward.

Heretofore this question has been discussed purely from the standpoint of the Postoffice Department and the pub-lisher. The rights and privileges of the lisher. The rights and privileges of the public at large; the benefits intended to be derived by the people generally by means of a generous distribution of litterature; and the intent and purpose of Congress in thus granting mail order privileges amounting, if you please, to a substantial subsidy to publishers—all these questions seem to have been buried in oblivion and completely lost to sight.

to sight.

When Congress originally created the publishers' rate of postage, it was undoubtedly foreseen that in all probability the time would come when the Government would sustain a loss thereby, but the legislators took the ground that this loss would be more that fully recom-pensed to the people by ultimate bene-fits to be derived by way of educational influence received from a perusal of the press, which would a great deal more than counterbalance any comparatively slight financial loss to the Government. It so happens that at this time the only deficit in the report of the Postmaster-General is found in the department devoted to second-class mail privileges, voted to second-class mail privileges, and as the mail order publications form a considerable portion among periodicals sent out at the cent-a-pound rate, these harmless sheets are entirely blamed for such deficit. Grant that the charge be true. What of it? This is but the very result which was foreseen and fully taken into consideration when the publisher into the publisher into consideration when the publisher into consideration when the publisher into the publis taken into consideration when the pub taken into consucration when the pub-lishers' rate was first fixed, and in spite whereof, Congress, in its wisdom, deemed it proper to permit the occur-rence of such future deficits in order that the people at large might enjoy periodical literature—promiscuous reading matter—of a general nature, at but slight expense. It must be remembered that the publishers' rate of mail was fixed for all printed periodicals alike, whether of scientific, artistic or more humble repute: the intent certainly was that the rate should be of general and universal advantage, conferring benefits alike on high class as well as on more modest publications.

The present crusade is aimed especially at those periodicals which have built up and are maintaining their large other free gifts or inducements to sub-scribe. There is certainly nothing contained in the law to prevent the giving

of such inducements to obtain subscribor such inducements to obtain subscrib-ers, nor is there any moral or ethical principle violated in so doing; nor can the presentation of awards and prem-iums be said to be against public policy or public morals. Inherently there can be no possible heave in contract. be no possible harm in such procedure. But, say the postoffice officials, so long as the publishers persist in giving prem-iums which are in themselves so valnums which are in themselves so val-uable as to be the prime inducement to subscribe for the publication, rather than the intrinsic merit of the paper itself, the spirit of the law is violated and the second-class mail privilege must accordingly be withheld. This would seem to be a conclusion not warranted by a vigorous application of good common sense and sound logic untainted by bias or perjudice of any kind. What are the facts? What good, if any, do mail order publications work, and in mail order publications work, and in case it be admitted—as it certainly must -that they work some good, how much does the fact of the giving of a prem-

does the fact of the giving of a premium destroy such power for good?

Mail order publications, as a rule, reach a class of people who live on farms, in hamlets and villages, in rural settlements where high class cities. settlements where high class publica-tions seldom are seen. The mail order settlements where mign crass publica-tions seldom are seen. The mail order publication is read by the farmer and his family—ordinary plain, unassuming country folk—whose literary tastes are simple and unformed; people who have simple and unformed; people who have been denied the advantages of a liberal education—in fact, many of them have had no education whatever. To expect such people to read and understand the high-class magazines of the day which city bred folks peruse is entirely out of the question. Under no circumstances could the great majority of the coun-try people be brought to read the gen-eral run of current magazines, not to eral run of current magazines, not to speak of the higher class literature. Such an attempt is above and beyond them as much as is the reading of the Rubaiyat of Omar Khayyam above the wage earning classes of the city. In considering this question we must deal with conditions as they exist in fact, and not with theories which may be very utopian in their inception and gen-eral plan but quite impossible of fulfillment.

The unvarnished truth is that most country people will not subscribe to or even occasionally patronize the general run of the literature of the day for two reasons: first, it is too expensive for them—even the ten cent magazine is often beyond their monthly literary appropriation; and second, the matter found in current literature is above and beyond the rural population from an educational standpoint. It is too high

for them—they cannot attain unto it.

The development of man—his tastes The development of man—his tastes and propensities, his aspirations and ambitions—is akin to the development of the child. The infant, soon after it has begun to tottle and to lisp its loved one's name, is sent to the kindergarten to develop its mind. How does the gentle and successful teacher of this private school calific and hold the teach to the contract of th mary school enlist and hold the atten mary school enlist and noid the atten-tion of the as yet untutored child? Can this be done by an attempt to in-culcate finely spun theories as to the value and benefit of learning and edu-cation for its own sake? No, never. The popular teacher—she who meets

with the best results—is one who entraps and holds the attention of the child by a series of premiums—promises of reward, gifts or cards of merit and what not—until such a time as the mind of the child has become sufficient-ly advanced in order that such and similar inducements may be dispensed

with.

The mail order publication is the kindergarten of periodical literature. It reaches those who are mere children when judged by the development of educational influences. It is designed for a large class of people who, in all human probability, would never read at all but for the presence of the mail order paper, superinduced originally by the offer of a premium or reward given in connection with a subscription connection with a subscription in connection with a subscription thereto. Is such influence as the paper may have lessened in any way or its its power for good in any way diminished because a gift is presented with the paper? Is the educational and refining influence of college life decreased any because many a young man first makes up his mind to attend college solely in order to gain a place on the foot ball team? Has any one ever tound fault with the fashionable foot ball team? Has any one ever tound fault with the fashnonable churches which have been able to re-tain high class singers, or procure an elegant organ, or otherwise provide popular music as an inducement to at-tend divine worship? And still these embellishments to religious services are but premiums calculated to allure the people to the church on the theory that once their attendance is secured, the elevating influence of the pastor and his teachings will become universally felt. Does not, therefore, the end often justify the means?

Perhaps a good illustration of the thought that it is sought to present may be found in a consideration of the popular taste for music among different classes of people. Even in the large cities—the so-called educational centers the general run of people much pre-fer the melody of Dolly Gray or the rhythm of "ragtime" to the rhapsodies of Liszt or the sonatas of Beethoven. The average mind is not yet educated up to the full appreciation of high-class up to the full appreciation of high-class harmony. In a similar way in country settlements the average mind is not yet educated up to the high-class literature such as is represented in the magazines of the day, and the naked truth is that to interest these people in literature at all an inducement of some kind is absolutely necessary—a present must be given, a premium award, a bribe, if you please to call it, be offered—to induce the country public to educate itself.

educate itself.

Thousands of people among the rural population owe their first attempts to read to a perusal of the mail order to read to a perusal of the mail order papers. Coming with unerring regularity to the home, the farmer first perhaps induces the younger members of the family to read the paper to him, and ere long he feels the lack of knowledge on his own part and comes to the conclusion that he must make an effort to read his paper himself, and many a lonely hour does he spend in his hay-loft in silent study over its columns. Could the very truth be fully known, it would indeed be found that

the mail order paper is to many a country adult what the primary school is to

the country lad.

It is a fundamental law of political economy that nothing, no matter how valuable it may be in theory, has any real lasting merit until a practical demand has been created for it. Of what benefit is the finest school edifice if no scholars can be induced to attend it? Of what advantage is the ablest edited newspaper, if it can find no readers? Put the most eloquent preacher on a barren island and all his most earnest efforts will be wasted on the winds. It is not claimed for the mail order paper that it excels in literary excellence any more than that the kindergarten fulfills the requirements of the college curfills the requirements of the college curriculum. It is claimed, however, that the most generous distribution of mail order publications possible is the most efficacious way of reaching a large class of people whose literary tastes and inclinations are not only entirely underveloped, but are in fact wholly unformed, and in order to interest such people in literature of any kind under any conditions some inducement, other any conditions some inducement, other than the simple promise of good and interesting reading matter, is necessary— hence the offer and award of prem-iums to stimulate circulation of such papers. When once they reach the rural home they are usually eagerly read rural nome they are usually eagerly read in the long winter evenings on the farm and their contents enjoyed by the entire family. Except for the offer of such premiums, however, the chances are that no papers would ever reach such household.

It is worthy of note that many of the most popular and successful periodicals of the day were originally and for

the most popular and successful periodi-cals of the day were originally, and for many years after their inception, mail order publications; by means of premi-iums they built up a large and growing circulation, and gradually educated their readers to higher standards. As the tastes of the subscribers improved the literary value of the periodical was increased; it ever kept pace with the requirements of its readers. Every one familiar with conditions

Every one familiar with conditions among publishers can readily name several most successful publications which have thus evolved from their original field to a higher class because their have truss field to a higher class because their readers outgrew mail order literature. They graduated from the kindergaten class. But, even then as high grade magazines, the premium plan was and is still invoked by some to further interest new subscribers and thus to enlarge the scope and influence of the publication. In fact, the highest grade magazines of the day have successfully employed—and still do so—the premium plan with good results. No fault is found with them for so doing; none should be found, as the premium detracts naught from their literary merit. Whether or not publishers of mail or-

der publications make or lose money, and how much, is not at all in question. So long as the publishers put forth literature, or reading matter, whose influence tends toward the betterment in mental development of the people at large, as all clean and wholesome reading matter as a rule does, no barriers should be imposed to prevent the largest possible publicity, but rather permission should be accorded to all kinds of honorable expedients which will tend to induce the largest and widest circu-lation of the product of the printing press. Only in this way will the original intent and purpose of Congress in fixing the publishers' postage rate be carried out in the amplest and fullest sense and with best advantage to the nation as a whole.

JOHN E. BRODSKY.

PUZZLES AND THE POST. From the Philadelphia Record.

The weekly publication of George P. Rowell & Company (PRINTERS' INK) is making war on the complicated rulings of the Postoffice Department at Washington and the apparent inconsistency of the various interpretations of the acts of Congress in relation not only to the rating of different kinds of mail the rating of different kinds of mail matter, but also as to the publications to be excluded from the mails for violation of the laws intended to prevent gambling. It has been shown that the local postmasters in the largest cities are unable to give an opinion which will surely escape reversal by the depart-ment. The experience of publishers in some cases has been unhappy, and in at

some cases has been unhappy, and in at least one instance quite tragic.

To the multiple attractions of The Ladies' Home Journal, of this city, has recently been added a puzzle department. Its first appearance was in the November issue of that popular publication. The intellectual resources of cation. The intellectual resources of its many readers were to be enlisted in the interpretation of certain pictures, each of which represented a girl's name. The interdiction by the Postoffice Department of the mailing of the Journal with the interpretation was a superficient with the control of the superfiction. with the puzzle pictures was not on the ground that the efforts to solve them would cause an epidemic of nervous exwould cause an epidemic of nervous ex-haustion or brain fag, for they required for their solution no greater waste of brain tissue than is expended every week in the study of the Sunday news-paper puzzles. The trouble grew out of the fact that to the persons who should first present correct answers should first present correct answers would be awarded money prizes. The question whether the offer of money prizes was in violation of the law has been submitted to the local postoffice officials, and they could find no reason to doubt the strict legality of the enterprise. On the strength of this opinion the Journal for November was mailed to its subscribers.

the Journal for Avecause was a super-to its subscribers.

No sooner had copies of the publica-tion appeared on the news stands than the sleuths of the department at Washington became active. They appealed to the proper official at the capital, and he decided that the offer of prizes for the solution of the puzzles was an offense of the same character as a lotfense of the same character as a lot-tery or other gambling scheme. That a periodical which is edited by Mr. Bok should be charged with the promo-tion of a gaming enterprise is one of those incredible, shocking things which sometimes startle society. One of the purposes of Mr. Bok's busy life is to mold the characters of young men for purity and goodness. Among his warn-ings not one has been more urgent than ings not one has been more urgent than that against toying with games of chance and thus opening the way to the

habit of gaming. It is ridiculous, gro-tesque, that the magazine under his direction should become liable to the pen-alty for pandering to one of the most pernicious of human appetites. It is obvious that either the acts of Congress or the regulations of the department are

gravely at fault.

The manner in which the publisher of the Journal has been forced to evade the department ruling is hardly less appalling than the offense with which he was charged. The offer of the money prizes for the solution of the puzzles has been withdrawn, but the same prizes are been withdrawn, but the same prizes are offered to the persons who shall send correct answers and the best articles of twenty-five words or less on the subject of the first puzzle picture of the series. Clearly a law or an interpretation of a law which compels publishers and editors (whose chief object is to improve society) to resort to a subterfuge in order to legalize an intellectual game is ordically wrong, and shows the need of a reformation in the department. Now that the laws or the postal author-Now that the laws or the postal authorities have demonstrated how gross an injustice they may visit on an agency of high ideals, PRINTERS' INK may succeed in its fight for consistency in the rul-

ADVISED TO EARN OBITUARIES.

Western Kansas editors have a unique way of prodding up delinquent subscribers, as this will indicate: "If you have frequent headaches, dizziness, fainting spells, accompanied by chills, cramps, corns, bunions, chilblains, epilepsy and jaundice, it is a sign you are not well, but are liable to die any minute. Pay your subscription a year in advance, and thus make yourself solid for a good obituary notice."—Kansas City Journal.



DOUBLE ENTRY SYSTEM.

BANK ADVERTISING.

A few years ago banks that advertised were almost unknown. well as any other business enter- known financial journal. prise, is well proven in the followup about \$1,700,000.

in the volume of business transact- printers' ink as a business bringer. ed. That this, however, is a wrong It will be seen that 1,518 reserve matter seems clearly demonstrated year, and that 926, or 61 per cent, from the fact that out of the 757 were placed with advertising reserve accounts opened with New banks.

York banks during the year, 179 went to the Hanover National Bank, while 401, or 52 per cent, were opened with banks that use That it pays to advertise a bank, as the advertising columns of a well

Every national bank is coming illustration. The Hanover Napelled by law to carry a certain tional Bank, of New York, probamount of reserve, and these ably one of the largest advertisers funds are deposited with banks in in its line in the East, during the reserve cities, these cities being year 1901 added about \$462,300 to designated by the Comptroller of net profits, besides paying divi- the Currency. During the year just dends at the yearly rate of 10 per closed 213 such accounts were cent on a capital of \$3,000,000. The opened with Chicago banks, and deposits of this institution also inof this number 189, or 88 per creased two million and a half dolerate, were secured by regular adlars while the loans were marked vertisers. In Philadelphia 249 accounts were opened, 202, or 84 per There are those who will say cent, going to advertising instituthat this was but the natural tions. In St. Louis 85 out of 175, growth of so large an institution, or 46 per cent, were secured by and that influential men on the advertisers, and in Boston 49 out board of directors, probably, had of 133, or 38 per cent, were divid-much to do with the large increase ed among the banks that believe in

construction to be placed on the accounts were opened during the



Mould Take a Kinetoscope

To describe the emotions of delight that chase one another up and down the face of those that know To describe the emotions of delight that chase one another up and down the face of those that know a really fine beer when they taste it. Chicago between know a good beer and they pronounce our Fale America's finest beer product. It's scientifically brewed from fine barley mail and Bohemian hops, under the supervision of the best brew master in America. Every bottle chemically cleaned by up-to-date machinery costing thousands.

"The Period Boer," Malt Paer" is on draught. Try a glass.

TREPHONE MONROS 48.

"TREPHONE MONROS 48." IS SOUTHER COURT SOLD BELIVERED.

WACKER & BIRK, Brawers, Chicago.

THE ABOVE AD, TAKEN FROM THE CHICAGO "DAILY NEWS," IS MERELY REPRODUCED TO SHOW THE EVER ATTRACTIVE ILLUSTRATIONS OF BLACK AND WRITE. THE HEADLINE MIGHT BE USED FOR ALMOST ANYTHING. IT HAS NO BEARING AT ALL ON THE PRODUCT ADVER-TISED, A FACT WHICH LEAVES THE AD OPEN TO DOUBT.

FALSE ECONOMY.

How to get the most out of one's advertising appropriation is the vital question with every advertiser. The value of any advertising is determined wholly by the results obtained. Of course, the entire results cannot be computed from the number of inquiries and subsequent sales, directly traceable to any given ad. There is a certain cumulative value in advertising which is constantly increasing as the advertising continues.

To insure the greatest results one must advertise right. The methods, mediums, space, circularizing, etc., must be correct in every detail, or the largest results will not be obtained. It is, therefore, false economy to use poor or careless methods, improper mediums, insufficient or superfluous space, inferior circulars or other

printed matter. To attempt to save money by issuing cheap circulars is no econ-A circular poorly printed, on a cheap grade of paper, is seldom read by its recipient. It usually goes at once to the waste basket, with not even a glance at it. The impression at once received is: The firm or individual who cannot afford, or knows no more than to send out such stuff as that, is certainly not offering anything worthy of my consid-

Even if read, the cheap circular invariably creates in the mind a feeling of distrust toward the house, and its goods, which will attempt to economize by the use of such literature. A firm is judged largely by the printed matter it sends out. A neatly printed circular, on good paper, well writ-ten, gives a favorable impression at once. The largest part of the cost of cheap circulars is simply money thrown away.

Another kind of false economy is irregular, intermittent advertising. An ad is placed in a paper. The reader sees it, is favorably impressed, thinks he will send for the article advertised, but not just recalls the ad and decides to or-

but it is not to be found. It appeared once only. He has forgotten the exact name and address of the firm. He cannot send for the goods, and the sale is lost. one reader is a representative of many others. Advertising to be successful must be continuous. One big ad inserted but once, or only occasionally, will not take the place of an ordinary ad published regularly. A small ad appearing regularly is worth much more than the same amount of space concentrated into one big ad for one issue. The public has a short memory for things advertised. It is like the individual in many ways. A man may recover from one very severe blow, but a continuous, uninterrupted succession of small blows will finally conquer the strongest individual. So it is in advertising. The one big ad will bring its results, but it will not last long. There are too many other attractions for the public. It is soon forgotten, and its usefulness is gone. The smaller ad may not attract the attention so much at first, but if persisted in, day after day, week after week, the more permanent results will follow. The name of the firm and its goods gradually become well fixed in the mind of the public, and when people want that article they very naturally recall the name of the firm whose ad they have seen constantly in the Successful advertising papers. means persistent advertising.

To attempt to economize by having advertising matter written by incompetent writers is false economy. Advertising space is valuable. It costs money, and lots of it. No surer method of wasting money can be found than in buying advertising space and filling it with matter which imperfectly or improperly represents your goods. Your ad should contain the very best possible description of your goods, else it will not do its full work in selling them. Defective matter in your ads will lose you sales. You canthen. Sometime after he again not afford to use it. And first class . ads, the "resultful" kind, cannot der the goods. He looks for the be written by incompetent writers. ad in the last issue of his paper, The competent adwriter must

possess the requisite knowledge, experience and ability to properly set forth the merits of the goods you wish to sell. You cannot afford to waste valuable advertising space by filling it with matter produced by any but the most able adwriter you can secure. The services of a good adwriter should be considered as necessary as the newspaper or magazine space itself. One is as necessary as the other.

Some short-sighted advertisers seem to think that the mediums which offer the lowest price per line or inch are necessarily the cheapest mediums. They do not take into account either size or quality of circulation. Rates charged frequently bear no relation whatever to the value of the medium. A rate may be low relatively and yet positively high. The paper which offers the lowest rate per line per thousand of circulation is the cheapest medium, all other things being equal. Of course the quality of circulation should be taken into account whether the paper reaches the people you wish to reach and covers the territory you wish to cover. Quality, in circulation, is valueless without quantity; but quantity, even though the quality be not first class, still has value. In considering the cost of advertising in any given medium, all these facts about circulation must be taken into account before it can be determined whether the actual cost of the advertising be high or low.

NOTHING CAN SUPPLANT THEM.

Of the 14,827 weeklies, about 12,000 are denominated country weeklies. The remainder include class journals of various kinds together with weekly issues from some of the larger daily offices. These country weeklies have a value greatly beyond the conception of any one who has not given to the matter careful consideration. They occupy a place in country homes as close and as influential as that of the country doctor. Nothing has been found to supplant them and nothing ever will be found to do so. They tell the story of local happenings so dear to local readers without which the week's record is never complete.—Charles N. Kent.

50,000,000.

Fifty millions of people live outside the large cities—fifty millions of country people. It is the local country weekly which reaches them.—Chas. N. Kent. MAKING ITS READERS EDITORS.

An interesting experiment is being made by the Ladies' Home Journal, Each month the readers of this magazine are asked to answer some question concerning the contents or conduct of the publication, and in order to make it worth while to answer cash prizes are given to those who write the best letters, be they of praise or criticism. The idea was first put forth in the September issue, and thousands of persons in all parts of the world—even in Turkey—sent in their opinions as to the best feature of that number. The October question as to the least popular article brought a similar response. Aside from giving every reader not only a chance, but an invitation, to express opinions with the inducement of a possible reward in cash, the plan enables the magazine to find out what is wanted by its wide constituency. It virtually gives the public a hand in the editing.

THE SAFEST WAY.

A portion of the public may read street car cards; some of them may read posters and hand bills, but the mass of the great buying public read the newspapers. It is safest to chronicle ad-news along with all the other news of the world in the columns of the newspaper.—St. Louis Ad-Writer.



HOW A MANUFACTURER ADVERTISES IN THE MAGAZINES TO CREATE A SPECIAL DE-MAND FOR SUCH COMMONPLACE STAPLES AS PRINTS AND CALLODES,

CLASSES AND MASSES.

It must never be openly admitted in a democratic country, of course, but it is nevertheless true that an advertiser's public falls into one of the two above divisions. His commodities usually determine which he must address.

By "classes" are meant people of education or means. The two words are not always synonymous in the cases of individuals, but, in the aggregate, money stands for intelligence, while education, owing to its possessor's increased earning power, means ability to buy goods of the best class.

With the classes it is possible to use a very distinct kind of "copy." The power of the littlest word is as potent as with the mass 'sperhaps more so-but the classes have special interests in life that can be taken advantage of by the They read advertiser. books, go to better plays, know pictures, music, football, golf, "society" tattle, have fads, fashions and thoughts that distinguish them from people, who lack their semi-leisure. In addressing them it is safe to use the thing called "literary flavor." It is not necessary to make things too plain. Much may be left to their imagination and good taste. The paragraphs of the "Saunterer" in Town Topics are good examples of the kind of writing that appeals to them. Facts may be sketched lightly, making allowance for details that are familiar. To translate a golf term would often be impertinence, while when Whit-man is quoted is is not safe to explain who Whitman was. classes love to be flattered with writing that persuades them that they know all about literature. music and art. A certain amount of sense of humor may be relied upon, provided it is really humor -good wit, deftly-turned epigram or bit of philosophy inverted.

The masses, on the other hand, need matter that is very plain. There must never be any doubt, for while there are individuals among them that are as quick-witted as any among the classes, there are also individuals who

think ponderously. An address to the masses must be so plain that it will reach the dullest among them. It is not safe to patronize them, any more than the classes. When quotations from Whitman are used it must be made plain who Whitman was, but covertly and without ostentation. Sense of humor is not so universal among the masses, for they include many foreigners whose wit has not taken on the American nimbleness as yet, and it must be remembered that they take much melodrama very seriously. Account must be taken of the realities of life. The masses are nearer the soil, and they deal more in dollars, cents and arithmetic. With the classes prices are frequently the last consideration in advertising. With the masses they must be first, "Literary flavor" is likely to go over their heads altogether, and they are likely to have a sort of dumb resentment against golf.

To write advertising for either classes or masses is a distinct art. Perhaps no man can do both well. The class writer ought to be of the classes, and in sympathy with them, while the mass writer is most successful when he is "of the people." It is very certain, however, that most advertising must be addressed to either one or the other, and part of advertising success is the trick of finding out which division of the human family one's goods are adapted to, and then adjusting the matter to that division.

MAIL ORDER PHRASE ILLUS-TRATED,



"IS NEEDED ON EVERY FARM."

STREET CARS.

"I spent \$1,800 in street cars and never received a cent's worth of business from the expenditure," said one advertiser to another some two years ago, and the ears of the latter were deaf to all street car solicitation for a long time after. He woke up to the fact very recently, however, and determined to give it a whirl. Investigation showed that the man who had lost his money had gone at it blind. He had stuck up an unattractive card with stuck up an unattractive card with hardly any argument to speak of and thought by leaving it there he had pressed the button and the car would do the rest without any further effort on his part. It takes perhaps more ingenuity to attract attention to your business in street cars than by any other method of advertising, because people's minds are not naturally in a receptive mood for advertising argument as in the case with publications. There is a great deal being said about

street car advertising, yet it seems to me that two or three very important points are being overlooked, both by writers on the subject and also by adwriters on the subject and also by advertisers. I have made it a point to watch passengers, note their interest in these cards, and I am safe in saying that at least two-thirds of them read the advertisements opposite them. Frequently acquaintances discuss an ad or its subject, therefore the medium is good, at least for publicity advertising. For direct results it is not good for a business located outside of the city

where the cars are run.

where the cars are run.

The points overlooked by advertisers are: the lights on the inside of the car are in the center of the deck and the sides of the deck cast a shadow over the upper half of the cards on the side of the car; therefore cards to be readable after night should be printed in large, plain type; black on white or vice versa re best. Second, lithograph cards should be in strong contrasting colors, bearing in mind that some colors that should be in strong contrasting course bearing in mind that some colors that are in strong contrast by daylight are the consiste under artificial light. But the opposite under artificial light. But it is when cards are shown in delicate tints mixed up in a Chinese puzzle detints mixed up in a Chinese puzzle de-sign that the advertiser is truly burning his money at night. People have not the time or patience to figure out ob-scure meanings. A plain, straightfor-ward business story, readable without effort, is the one that brings results.— Advertising Experience, Chicago.

SOUNDS ALMOST APPETIZING.

A correspondent in Schenectady, N. Y., states, in regard to ways and means of keeping printing-offices clean and dustless, that "in our office, we have gone one better and have painted everything that was paintable. The fronts of the cases, some of them new and some old, with dirty finger-marks on them, and the old wooden frames, more or less soiled, were painted a dark green, and the cases labeled with yellow labels in the brass holders. The labels show up yery plainly on the green labels show up very plainly on the green background. Of course, the frames are just as old as before, but one would not believe it, for the paint makes them look clean and bright."—Inland Printer.

THEN ADVERTISE.

It is easy to be pleasant when the sun shines, when business is prosperous, and everything goes your way; but, when business is dull, when bills but, when business is dull, when bills are maturing and nothing coming in to meet them, it takes courage and sterling character to be buoyant, to look cheerful, and to have a smile for everybody when difficulties, perhaps disaster and ruin, are staring one in the face. When everything you have in the business world seems slipping from you, and you are losing the financial and commercial standing it has taken you years to build up—in spite of all your efforts to stem the tide—it taxes your philosophy, and even your spiritual nature, to be serene and cheerful even in your home.—Success.

WOO THE GUILELESS RE-PORTER.

PORTER.

Wide awake business men know the value of getting their stores talked about in the local papers. The truly wise druggist makes it a part of his business to get acquainted with the local newspaper men, and he is not chary about giving out information about his store, the changes he hopes to make, interesting matter about the goods he sells, etc., for he knows that all newspaper men are eternally hungry for "copy." A man who can talk good copy is beloved of reporters, and druggists should cultivate the art.—Western Druggist.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$80 a line. No display other than 8-line initial letter. Must be handed in one week in advance.

ALABAMA.

PRACTICAL WEATHER. Published once a month. Published Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's, it also publishes interesting articles on the philosophy of the PRACTICAL Weather depublished.

sessition.

PRACTICAL WEATRER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for a statement of the statement of the Accession of the Countries of the Countri

MAINE.

other towns. It is the and Lincoln Counties.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE

CLASS PAPERS.

ADVERTISING.

DRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertisers. Every subject is treated from the advertisers standpoint. Subscription price \$5 acts and point in the subscription price \$5 acts and point. Subscription price \$5 acts and point subscription price \$5 acts and point subscription.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

Alpena and Its Hinterland.

ALPENA ECHO (2,380) covers daily field: ALPENA FARMER (3,900) woekly field. W. B. Dobson, pub-lisher, Alpena, Mich.

Of the five Eastern college dailies THE DAILY PRINCETONIAN

carries most general advertising. For reand rates, address Associate Manager,

Princeton, New Jersey.

Profitable Advertising

by a single fruitful hint, or pertinent sug-gestion, constantly helps some at his-wiss-end advertising man by opening to him an entirely new line of thought. Its quicken-ing, energising, vitalising powers lend it the practical value upon which its circulation grows so steadily. For five 2-cent stamps a sample copy will give you an object lesson eloquent of its cheapnes at \$2 per annum. Profitable Advertising, 140 Beylsten 84., Besten.

Do you want to reach the best people in the United States, who HAVE money to spend ! If so

ADVERTISE IN

The Church Eclectic

(The ONLY Monthly Magazine of the Protestant-Episcopal Church.) Circulates in every principal city of the Union and in thousands of the nicest and best appointed country bomes. Address Advertising Mgr. "THE CHURCH ECLECTIC." 144 Times Building, New York, N. Y.

LONDON, ENGLAND

offer their services to American firms wishing to advertise in Great Britain. Thoroughly experi-enced Agents. Established 1853.

Advertisers who are interested in the best circulation obtainable in this section, will receive upon request a "pure gold" pamphlet. In addition to containing valuable information, it is an exceedingly beautiful piece of printed Address THE EXmatter. PRESS. BUFFALO, N. Y.

Advertising Pocket-Wallets

TOR carrying letters, papers, etc., in the pocket.

7 % E4 inches. Cheep enough to acuter bros
strong enough to war for us mouths, good enough is
your best customers. As an advertising medium
Wallets far contrip the terribility over-done Calendar

E invite correspondence from anyone neeking as
troe, necessaries adjustments.

FRANCIS I. MAULE,

402 84

WOULD you deem it desirable to have an original and unique announce-ment of your general business (or of any "specialty" your may be pushing) carried around for months constantly next to men's hearts?

The connection between a man's heart and his pocket is often a very direct one P. L. M.

This Wallet is no trumpery "Souvenir" This Wallet is no trumpery "Souvenir" that belongs in your Waste paper basket, but is a thing that any self-respecting man would be glad to offer to others of his class. It can be adapted to a business of any character whatso-ever and in any part of the world. I charge nothing for Samples, but will not notice postal cards, asking for them.

for them.
FRANCIS I. MAULE,
PHILADELPHIA. 402 SANSON ST.

7

The Daily and Weekly Democrat

DOYLESTOWN, PA.

DEAR SIR: We respectfully refer you to the DEMOCRAT as an advertising ium. It unquestionably stands at the head of newspaperdom of this community as medium. It unquestionably stands at the head of newspaperdom of this community as an advertising medium, for the reason that it is the organ of the Democratic party and the only Democratic newspaper of a county of nearly 75,000 inhabitants. It is one of the oldest newspapers in Bucks County, and under the new management its circulation is rapidly increasing. The Democrat has a field peculiar to itself and no newspaper will bring better results from Bucks County to the advertiser than the Democrat. Hoping to receive a share of your patronage, I am,

Very respectfully, J. C. DIMM, Pub. DEMOCRAT.

To Avoid Losing Customers Consult Philip Hano & Co.

"There was a careless merchant
who sold a barrel of flour, forgot to
charge it, and could not remember
whom he sold it to. A bright idea
struck him. He sent a bill for it to
each of his customers. Several paid
for the barrel of flour which they
had not received. Most of them nad not received. Most of them "did not pay and did not trade with "him any more."

MORAL: Use the

Hano Manifold Systems and you won't overlook charges nor drive away customers by poor busi-

We go anywhere for business. Representative will call promptly upon request. Catalogue sent free.

ness methods or careless clerks.

PHILIP HANO & CO.,

Carbon Copying Books,

& 3 Union Sq., New York.

Che Evening

JERSEY CITY, N. J.

Truth wears best, and THE EVENING JOURNAL has always honestly stated the facts and finds that its course has commanded confidence and business.

AVERAGE DAILY CIRCULATION:

1897 1898 14,743 14,890

1899 1900 1901 14.486 15.106 15.891

Last 3 mos. 1901 January, 1902 16.411 16,637

A "HOME" AND NOT A "STREET" CIRCULATION.

PIDANS

I would feel bloatedafter eating the plainest meal. I would suffer with headache that nearly drove me crazy and would be so nervous that if any one spoke a little quick to me I would cry. I could not help it. I was not fit for any kind of work. Since I have been taking Ripans Tabules the neighbors and my friends notice the change and inquire the cause. I always say Ripans did it. I take one after each meal and one before retiring.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



1001

Thirty Different Church Magazines published for thirty leading Churches of dif-ferent denominations in Philadelphia, New York, Washington, Boston. Buffalo. ADIFFERENT MAGAZINE PRINTED

EACH DAY OF THE MONTH for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pear's Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root Beer Electro Silicon, Knox's Gelatine, Unceda Biscuit, Winslow's Syrup, Oakville Co, and many others, on uswasd contracts. These journals pay such advertiseers and will pay you. Send for specimen copies and rakes to THE CHURCH PRESS ASSOCIATION 300 South 10th St., Philadelphia, Pa.

WORCESTER, MASS.

Worcester, Mass., has a population of 120,000. But one city in the State (Boston) has a larger population. Worcester has four daily papers—two morning and two evening.

The evening paper is pretty generally conceded by the largest advertisers as the one that brings the best returns, for its circulation is largely in the home.

The GAZETTE is the only twocent evening paper in WORCESTER, and it has first position in the evening field.

It is a clean paper. Held in high esteem by its readers. Nonsensational—yet full of life. It is the "home" paper of Worcester.

The GAZETTE is read by people who hold it in high esteem, for it has never violated their confidence. It is asserted by some of the shrewdest advertising men that advertising pays best in papers that hold the respect and confidence of their readers—such a paper is the WORCESTER EVENING GAZETTE.

Note.—It is a noteworthy fact that, although not credited with the largest circulation, the Gazette, during the six months ending Jan. 1, 1902, carried more financial advertising, more book advertising and more paid local advertising of all kinds (except small classified advertisements) than any other daily in Worcester.

The GAZETTE has the reputation among the Worcester merchants of producing direct sales.

If the general advertiser could watch results as closely as the local dealer, no general would omit the GAZETTE from its New England list.

In order to keep pace with the growth of its business, the Gazerre will shortly instal a new Hoe double supplement press and will materially enlarge its quarters.

WM. E. FOSTER.

Zanesville Evening Signal ZANESVILLE, OHIO

GUARANTEED CIRCULATION

4,000

COPIES DAILY

THE EVENING SIGNAL'S circulation is in excess of the combined circulation of the two other Zanesville daily papers.

THE EVENING SIGNAL has the largest circulation of any newspaper in the State of Ohio, east of Columbus and south of Youngstown.

THE EVENING SIGNAL'S One O'Clock Extra reaches sixtyeight neighboring towns. Advertisers get the benefit of all editions.

RATE — Electrotyped matter without position, g cents an inch. No discount for time or space.

The Signal Company Zanesville, Ohio



The New Voice Reaches Over

Thrifty Families Every Week.

It is a business-getter. It invites inspection of postoffice receipts.

Its rate is less than 2-5 of a cent a line per thousand of guaranteed circulation. If you are looking for results, ask your agency about

THE NEW VOICE

or address W. F. MULVIHILL, Mgr.

In those days

almost anything in the way of advertising matter would do.

It's different now.

You are now competing with houses that employ experts.

Our business - getting "INDUCTIVE SYSTEM"

is one that gets business with great certainty and low cost.

The Commercial Publicity Company, 1105 The Temple, Chicago.

There are over 6,000,000 Methodists in the United States



of the Specie to the Band of Perce!

Published by Magazine Publish Olive & Se



Che American

Illustrated Methodist @ Magazine

is published for this class.

It is the only illustrated Methodist Magnaine published in the United States.

It is often referred to as "the finest denominational monthly in the world."

It is often referred to as "the finest denominational monthly in the world."

It is the homes of its readers.

Three-fourths of its subscription direct to the homes of its readers.

Three-fourths of its subscription of the home. "It is a subscription of every home."

It is a profitable medium for advertisers.

It possesses a quality that is su-

advertisers.

It possesses a quality that is superior, and its rates are no higher per thousand of actual subscription circulation than is demanded by secular monthlies whose circuistion of the subscription of the subscription

Methedlet Magazine Publishing Co. St. Louis, No.

ESTABLISHED 1867.

OLDEST CATHOLIC PAPER IN THE WEST.

WESTERN CATHOLIC

CIRCULATION 15,000.

PUBLISHED BY THE

WESTERN CATHOLIC PUBLISHING CO., 53 Dearborn Street, Room 340.

C. E. McGINNIS,

CHICAGO.

A NEW LITERATURE has appeared, filling 2,000,000 homes of the best paid of the working class and the small business men. Here is a world, hitherto unknown to the GENERAL ADVERTISER, that can be effectively reached by the media of their own literature, THE LABOR AND REFORM JOURNALS. Send for our List.

Newfield Advertising Company, 29%, Tremont St., Boston, Mass.

The Mexican Herald

Mexico's largest newspaper, carries more advertising than any other daily in the Republic, and prints more "want" ads

than all other Mexican papers combined.

THE MEXICAN HERALD is published every day in the year in English to reach the best classes of all nationalities. It is the best newspaper through which to create a local demand by advertising and it is unrivaled as a mail order medium. THE HERALD'S Associated Press telegrams, and its complete foreign and local market reports, make it a daily necessity to business men throughout the Republic. Sample copies free.

Paul Hudson, Manager, City of Mexico, Mexico.

UNITED STATES REPRESENTATIVE:

Wm. C. Smith,

116 Massau Street,

new York City.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

longs in the front row of the freak class. It indicates wonderful versatility in Mr. Coughlin, if, as I suspect, he is pretty much the whole thing in his business; but it shows a lack of delicacy in so closely associating undertaking and life insurance, that might well jar a possible customer in the former line.

In this one ad there is ample material for about seven separate and distinct business announcements worth printing, and it was certainly a piece of unwarranted extravagance to crowd it all into a single ad, to say nothing of the incongruity of the thing.

But Mr. Coughlin's mistake of cataloging his entire business indiscriminately in one small ad is not uncommon among people who pretend to know a great deal about advertising, so, before we scoff, perhaps some of us had better get down our scrap books and take a look at some of the things we have done.

A Wonderful Range, the New Hustler

With a large new stock of stoves, ranges, wash boilers, dinner pails, granite, tin, wood and kitchen ware at a cyclone cut.

Plumbing and tinning. W. J. Coughlin, 496-500 Main street.

The people's undertaker, funeral director and practical embalmer.

On sale, cabin and steerage tickets to and from Europe at cut prices for all lines of steamers.

Agent for fire insurance. Telephone call, office 48-5;

residence, 47-6. Residence, 563 High street. Pearl beads, prayer books, candles and church goods a specialty.

The ad reproduced below be-ngs in the front row of the freak

After All, It's the Quiet, Reasonable
Statement of Fact that Most Quickly
Causes Conviction and Pays Best in the Long Run.

Price Contractions In Boys' Clothing

Cold weather has apparently the same effect on the prices of our boys clotning that it has on iron and steel —it shrinks them. Hence, by a paradoxical sort of good luck you can achieve excellent, warm clothing for your hopeful, just when he needs it most, at a reduced

valuation.
And "reductions" burden of the tale that's told in most of the following paragraphs:

This One Has a Ring of Genuine Sin-cerity, or That Quality is Very Clev-erly Counterfeited.

When You Use Scranton Coal

you experience little or you experience thate or no difficulty in getting up a quick fire. It burns so freely and makes such an intensely hot fire that it is in universal favor with

housekeepers.
There is no better coal mined than is sold here.
There is no cleaner coal delivered than that which leaves our yard. Nowhere except in the coal regions can coal be bought so cheaply.

Wise men never forsake the certainty for the uncertainty.

Rock and Rye

Celery rock and rve, the celery keeps the blood and nerves in order while the rock and rve proceeds to put a cough or cold out of commission.

This is an old-fashioned remedy brought up to date, and the large sales of the

winter are a good criterion of its curative powers.

One dollar for a quart, 50c. for a pint and 25c. for a half pint.

Don't be Afraid to Use a Little Space in This Way When There's Any Occasion for It.

This Way When There's Any Occasion for It.

Feb 22nd, Washington's Birthday

"America has furnished to the world the character of Washington. And if our American institutions had done nothing else, that alone would have entitled them to the respect of mankind."—Daniel Webster.

Store closed at noon today.

One Can Almost Smell That Gin.

Barber's Gin

your grandfather what kind of gin he kept in the corner of the cupboard for medicinal purposes, and "Barber's."

Barber's gin is just as good to-day as it ever was is just as

perhaps better.

It's made right up the
State in the village of Warehouse Point, and it's just as pure as the morning dew. We have in stock some of

We have in stock some of this good American gin, which is used extensively for medicinal purposes, in kidney diseases and ailments of a like character. It's over a year old and it's the best gin in the country for the money.

Ouart, 50c.; pint, 25c.
We've got some Barber's
Gin that's just old enough
to be at its best — gin
shouldn't be too old, you
know—because in very old

gin the juniper evaporates.

This gin is just the right age, and you can't beat it anywhere. We'll sell you a quart bottle for 75c.

If You Cater to Special Occasions, Say So. and Your Cash Register Will So, and Your Cash Show That It Pays.

When It's Your Turn to Entertain The Whist Club

don't worry over what to give for prizes. Come right down and see us. Are you limited, by rule of the Club, to a certain amount for each prize? Name the amount and we will guaran-tee to find you something switchle from our immense suitable, from our immense assortment of pretty but in-expensive novelties. For instance:

If That Cold Hangs On

You can shake it off by applying one of nature's best known remedies: A TURKISH BATH.

The soothing powers of this bath are recommended and indorsed by physicians who are up-to-date.

All kinds of baths; private sleeping rooms; fine service by skilled masseurs. Our doors are never closed open all the time.

Some Laundry Truths.

It's not necessary to be flashily dressed. It's the constantly neat man who is most respected. Neatness is most respected. Nearness is impossible without immaculate linen. Immaculate linen is imnossible without a careful laundryman and a well equipped laundry. The Washington Steam Laundry has these requisites to satisfactory work.

Appeals to the Self Interest and Hu-manity of the Horse Owner.

Horse Shoeing!

Don't let your horse slip and slide over slippery pavements, wrenching his muscles and affecting his worth. Bring him in and let us put a set of Winter Shoes on him. He will do better work and you will

have the comforting assur-ance of safety when driving. We claim to do the best class of shoeing in all these also repairing wagons, general blacksmithing. wheelwrighting, etc.

We Haven't Had a Prettier Line of Rugs

in those popular yard and yard and a half lengths than the new lot we have just received. Many remark on it. But the rugs are no prettier in design than they are moderate and attractive in price.

65c. for a rug cannot be said to be extravagantly high. And when the rug is high. And when the rug is a yard in length—a pretty piece of Brussels or velvet carpeting with fringe, on both ends—it is an all the more attractive offer. Yard and a half lengths

are \$1.25.

ALL

advertisers who desire to cover the Chicago field must

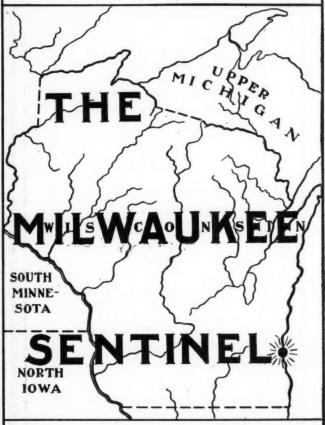
USE

the paper that is read in the homes of the people,

The Chronicle

It covers Illinois, Wisconsin, Iowa, Northern Indiana and Southern Michigan.

You cant cover Wisconsin, upper Michigan, southern Minnesota and northern Iowa without using



What's more, you need use no other daily or Sunday paper to work this field satisfactorily.

THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

Office, 228 Madison St., New York

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

The Des Moines Daily Capital

Has a guaranteed daily circulation of

20,000

Circulation Growth

1897	-		-		-		-	7,049
1898		-		-		-		9,025
1899	•		-		-		-	9,364
1900		-		-		-		13,330
1901	-		-		-		-	17,737
1902		-		(0	V	er)	20,000
				-	i	n J	a	nuary

It goes into the homes of buyers.

Flat Rate Three Cents a Line

NEW YORK OFFICE: - 153 World Building CHICAGO OFFICE: - 87 Washington Street

The Cincinnati Daily Times Star

has not been due to luck or chance. It has been earned and merited.

As a newspaper it is first and foremost in its territory. In point of circulation there are but ten papers in the United States that are larger, and none of them are within 300 miles of Cincinnati.

The detailed sworn statement of circulation for 1901

shows a daily average of

Daily Average 145, 919 Average

A FEW REASONS WHY IT EXCELS:

It is the only ten-page one-cent paper in Cincinnati.

It is the only evening paper with full Associated Press dispatches.

It is the only Republican evening paper and the City, County and State are each Republican.

It prints more news and more reliable news than any other evening paper.

It devotes more space to Editorials, Book Reviews, Sports and Special Features than any other evening paper.

It reaches the large middle and upper classes—those who buy and who have the means with which to buy.

It is delivered by carrier directly into the homes in every city, town or hamlet where it has an agent.

Advertisers cannot cover Ohio properly without it. There is no substitute for it.

Quality and quantity of circulation considered, the advertising rates are the lowest of any paper in the State.

E. A. BERDAN, Direct Representative, 86 Potter Building, New York.

JOLIET ** Daily News

Detailed Statement of Circulation for 1901.

The editor of the American Newspaper Directory is exacting, and refuses to give the JOLIET DAILY NEWS its proper rating in its last quarter edition. Perhaps the information has not been given him more than once a year.

This paper has made a business of publishing detailed monthly statements of circulation for 15 years. Whether the mark was high or low, the figures went in at the head of its editorial columns just the same.

at the head of its editorial columns just the same. But here it is for 1901, in detail, sworn to for both paid subscribers and sample copies issued, and appearing in *Printers' Ink*, beats publishing in the Directory.

Day	JAN. 1901.	FEB. 1901.	MAR. 1901.	APR. 1901.	MAY 1901.	JUNE	JULY 1901.	AUG. 1901.	SEP. 1901.	OCT. 1901.	NOV. 1901.	DEC 1901.
1	Hol-	6,566	6,572	6,795	6,882	6,787	6,533	6,359	8	6,294	6,319	S
2	6,350	6,559	6,579	6,767	6,888	8	6,503	6,359	Hol.	6,295	6,346	6,36
3	6,353	8	8	6,777	6,895	6,790	6.486	6,342	6,302	6,300	8	6,32
4	6,356	6,546	6,629	6,784	6,904	6,733	Hol.	8	6,271	6,330	6,359	6.31
5	6,468	6,538	6,630	6,789	8	6,727	6,480	6,366	6,287	6,303	6,336	6,32
6	8	6,540	6,641	6,803	6,899	6,730	6,484	6,362	6,298	8	6,340	6.33
7	6,564	6,542	6,644	8	6.860	6.729	8	6.330	6,301	6,313	6,353	6.33
8	6,544	6,553	6,658	6,822	6,858	6,730	6,504	6,327	8	6,291	6,366	8
9	6,556	6,561	6,675	6,794	6,855	8	6,477	6,323	6,306	6,284	6,371	6.31
10	6,570	8	8	6,815	6.856	6,725	6,458	6,322	6,310	6,305	8	6.99
11	6,570	6,570	6,038	6,835	6,851	6,673	6,459	8	6,309	6,317	6,391	6.30
12	6,605	6,565	6,631	6,854	8	6,641	6,475	6,311	6,317	6,323	6,375	6.30
13	8	6,555	6,640	6,871	6,866	6,650	6,475	6,295	6,320	S	6,374	6.31
14	6,605	6,562	6,640	8	6,831	6,654	8	6,294	6,318	6,343	6,377	6.31
15	6,589	6,563	6,659	6,857	6,819	6,647	6,485	6,300	8	6,330	6,387	8
16	6,594	6,568	6,676	6,848	6,816	13	6,462	6,308	6,307	6,320	6,390	6,3
17	6,600	8	S	6,848	6,818	6,651	6,442	6.311	6,290	6,328	8	6.33
18	6.592	6,565	6,721	6,873	6,830	6,629	6,433	8	6,282	6,342	6,408	6,33
19	6,595	6,542	6,708	6,875	8	6,616	6,435	6,307	Hol.	6,342	6,379	6,34
20	8	6,549	6,714	6,884	6,822	6,586	6,436	6,301	6,300	8	6,358	6,34
21	6,593	6,545	6,726	8	6,796	6,583	8	6,210	6,323	6,335	6,368	6,34
98	6,566	6,540	6,725	6,898	6,770	6,585	6,435	6,237	8	6,325	6,373	8
23	6,560	6,553	6,736	6,852	6,770	8	6,405	6,233	6,317	6,309	6.375	6.3
24	6,565	8	8	6,851	6,787	6,500	6,385	6,257	6,320	6,309	8	6.3
25	6,566	6,558	6,736	6,867	6,782	6,555	6,390	8	6,327	6,325	6,375	Ho
96	6,575	6,541	6,758	6,895	8	6,537	6,384	6,271	6,326	6,336	6,336	6,3
27	8	6,544	6,763	6,900	6,799	6,533	6,391	6,266	6,328	8	6.343	6,3
28	6,553	6,555	6,755	8	6,777	6,532	8	6,272	6,331	6,316	Hol.	6,3
99	6,541	-	6,784	6,900	6,773	6,538	6,421	6,268	8	6.301	6,343	8
30 31	6,538	-	6,795	6,870	Hol.	8	6,368	6,279	6,831	6,312	6,377	6,3
31	6,547	-	8		6,778	_	6,359	6,277	-	6,308		6,3
otals	170,123	157,280	173,833	177,929	177,582	166,151	167,564	170,117	145,121	170,496	159,113	158,3
ily rage	6,543	6,553	6,685	6,840	6,830	6,646	6,444	6,300	6,309	6,314	6,364	6.3

The total circulation of the Daily edition is 7,000, including sample copies distributed but not accounted for in the foregoing statement.

Advertise in the

HELENA EVENING HERALD

Helena, Montana

ESTABLISHED 1866.

Full Associated Press Report by leased wire. The only evening paper in the City of Helena. Population 15,000.

Our circulation covers the City of Helena and all towns east on the Northern Pacific Main Line to the eastern boundary of the State better than any other paper in the State.

HELENA EVENING HERALD Circulation 4.000

Subscription Price \$9.00 per year.

HELENA SEMI-WEEKLY HERALD Circulation 6.000

Subscription Price \$2.00 per year.

HOW IT GROWS

A Record of 1901

It is most gratifying to the management of the Virginian-Pilot (Norfolk, Va.) to be able to present the following evidence

of its healthy growth during the past year.

We believe that purchasers of advertising space are entitled to know, in actual figures, the value of their space. This paper, therefore, issues every month a sworn statement of its circulation, which is published in the leading directories and periodicals devoted to the subject of advertising.

We give below the figures for each month for the year 1901,

both for our daily and Sunday editions, from the

VIRGINIAN - PILOT'S SWORN STATEMENTS:

Average per month during the year 1901.	Daily.	Sunday.
Average for month of January	9,352	9,954
Average for month of February	9,408	10,015
Average for month of March	9,749	10,622
Average for month of April	9,674	10,359
Average for month of May	9,681	10.706
Average for month of June	9,923	10.867
Average for month of July	9,746	10.657
Average for month of August	9.675	10,707
Average for month of September-	10,141	11,242
Average for month of October	10,156	11,313
Average for month of November.	10,071	11,082
Average for month of December.	10,219	11,029

As a further evidence of steady growth and for comparison we give below the average daily circulation of the Virginian-Pilot for the past five years:

Average	daily	circ'n	for	entire	year	1897,	6,077
Average	daily	circ'n	for	entire	year	1898,	7,820
Average	daily	circ'n	for	entire	year	1899,	8,060
Average	daily	circ'n	for	entire	year	1900,	9,378
Average	daily	circ'n	for	entire	year	1901.	9.815

Respectfully submitted,

VIRGINIAN-PILOT PUBLISHING CO.

Norfolk, Virginia

Every Reader a Buyer

One of the best reasons in the world why you should advertise in the Ellis Papers is that every reader is a buyer—a possible customer who reads advertisements and answers them.

How do we know this?

Simply because the enormous circulations of our papers have been built up by advertising them in other papers.

The fact that we got our circulation through advertising proves that the people who take our papers read and answer ads.

This offers you a most fertile and promising field, and constitutes one of the chief reasons why the Ellis Papers are unquestioned leaders of all mail order journals.

These five monthlies reach 10,000,000 people every month and carry large business for every prominent mail advertiser in the country.

Their ad pays them and yours would pay you.

These are our papers:

Metropolitan and Rural Home, - 500,000 circulation. The Paragon Monthly, - - 400,000 "

The Gentlewoman, - - - 400,000 "

The Home Monthly, - - 400,000 "

Park's Floral Magazine, - 350,000 "

Total, - - 2 050,000

THE C. E. ELLIS COMPANY, 713-718 Temple Court Building, New York. 112-114 Dearborn Street, Chicago, Ill.

More Display Advertising

all the year round than any San Francisco morning newspaper. That is the record of the

San Francisco CALL

It means that merchants having goods to offer place their announcements where they will bring the best results—namely,

In a Paper which Reaches the Homes

Average Daily Circulation 61,099

FOR ADVERTISING RATES ADDRESS

STEPHEN B. SMITH, Advertising Representative 30 Tribune Building, New York

C. GEORGE KROGNESS, Advertising Representative Marquette Building, Chicago

JOHN D. SPRECKELS, Publisher and Proprietor San Francisco, Cal.

Standard Auto-Addresser



Wrappers and Envelopes Addressed in your office at a cost of 2 to 5 cents per 1,000 names. All mailing lists compiled with a type-writer on cards at a total cost of \$2.00 per 1,000 addresses.

90 percent cheaper than any other system.

HAND AND AUTOMATIC FEED.

50 to 100 Addresses Accurately Printed Per Minute.

The Standard Auto-Addresser is small and noiseless and so simple that it can be operated by a boy or girl. It is sold outright at a reasonable price.

SEND FOR PRICES AND CATALOGUE.

AUTOMATIC ADDRESSING St. Paul Building, MACHINE COMPANY 220 Broadway, New York City SECOND STREET-15 MILES.

GERMANTOWN AND RIDGE AVENUES-10 MILES.

BROAD STREET-9% MILES.

FRANKFORD AVENUE-8 MILES.

FIFTH STREET-61/2 MILES.

MARKET STREET-51/2 MILES.

LONG STREETS OF PHILADELPHIA.

Although Washington is known as the "city of magnificent distance," Philadelphia may wel claim a portion of the title, for no city in the world has streets in any way approaching the length of some of Philadelphia's principal thoroughfares. The most prominent, of course, though not so straight that nothing but an official survey can detect the very slight deviation in the norther of straight that nothing but an official survey can detect the very slight deviation in the norther portion of the street. But for that slight variation from a straight line the street would extend oue north and south for its entire length from League Island on the south to Fisher's Lane, at Logan station, on the north. Throughout that distance the only obtacle is the City Hall at the intersection of Market street. On the city plan, Broad street is laid down as extending the intersection of Market street. On the city plan, Broad street is laid down as extending the intersection of Market street. On the city plan, Broad street is laid down as extending the city in the cit

THE ...

Philadelphia Item

(Daily, ONE CENT; Sunday, ONE CENT)

has fifty Wholesale Delivery Wagons and News Carts that go over the above territory three times every day. We run six more in adcopies joining towns. Is it any wondaily Sunand over der that we sell day?

> OUR FIVE HOE QUADRUPLES PRINT AS FAST AS THE WAGONS CAN CARRY THEM AWAY. & &



The S. C. Beckwith, Special

AGENCY, Sole Agents for Foreign Advertising, 43-44-45-47-48-49 TRIBUNE BUILDING, NEW YORK.

469 THE ROOKERY, CHICAGO.

We give you just what you ask for

The above sign has made a New York drug house famous, and customers flock from all over the country to buy there. They feel safe within its portals, knowing that it is a common practice among merchants to substitute one article for another. I once knew a printer who advertised ball outfits, such as show cards, tickets, orders of dancing, etc., at a ridiculously low figure, to attract trade to his place; but the prospective buyer was always advised to buy a better quality. When you come into my place to buy a pound of 40-cent ink I don't try to induce you to use my dollar grade. I give you just what you ask for. If you become dissatisfied, I cheerfully refund the money. I have filled over eighty thousand orders in eight years, and can safely say that the money was not refunded in a hundred cases. This is a very small percentage, considering that the goods were shipped to all parts of the world, and were up against all kinds of conditions. Send for my price list. When ordering, don't forget the cash; otherwise I will not ship the goods. It is not a question of credit or rating only I make no exceptions to the rule. Address

PRINTERS INK JONSON

17 Spruce St., New York

The following figures represent facts— NOT UNSUPPORTED STATEMENTS

In almost every instance the figures have been furnished by the newspaper mentioned and can therefore be relied upon.

The Philadelphia INQUIRER LEADS

And this is because all the advertisers know the value of INOUIRER advertisements.

The table shows the total number of columns of paid advertisements inserted in each of the newspapers during the month of January, 1902.

INQUIRER	Philadelphia2167
	New York1913
Tribune	Chicago1823
Evening News	Chicago 1737
	Philadelphia1677
Eagle	Brooklyn
	Washington 1539
Times	New York1418
Post-Dispatch	St. Louis
	Washington 1403
Journal	New York1316
	St. Louis1246
	St. Louis
Plain Dealer	Cleveland1105

In order that these figures may show a true comparison they are all computed at the uniform measurement of 300 lines to the column and 14 lines to the inch.

The INQUIRER does not excel alone in one particular branch of advertising. Its value as an advertising medium is appreciated by all.

The PHILADELPHIA INQUIRER 1109 Market St., Phila., Pa.

NEW YORK OFFICE Nos. 8x-87 Tribune Building CHICAGO OFFICE 308 Stock Exchange Building